

UNDERSTANDING PUBLIC VALUES AND MARKET SEGMENTATION FOR MORE EFFECTIVE WILDERNESS EDUCATION AND INTERPRETATION



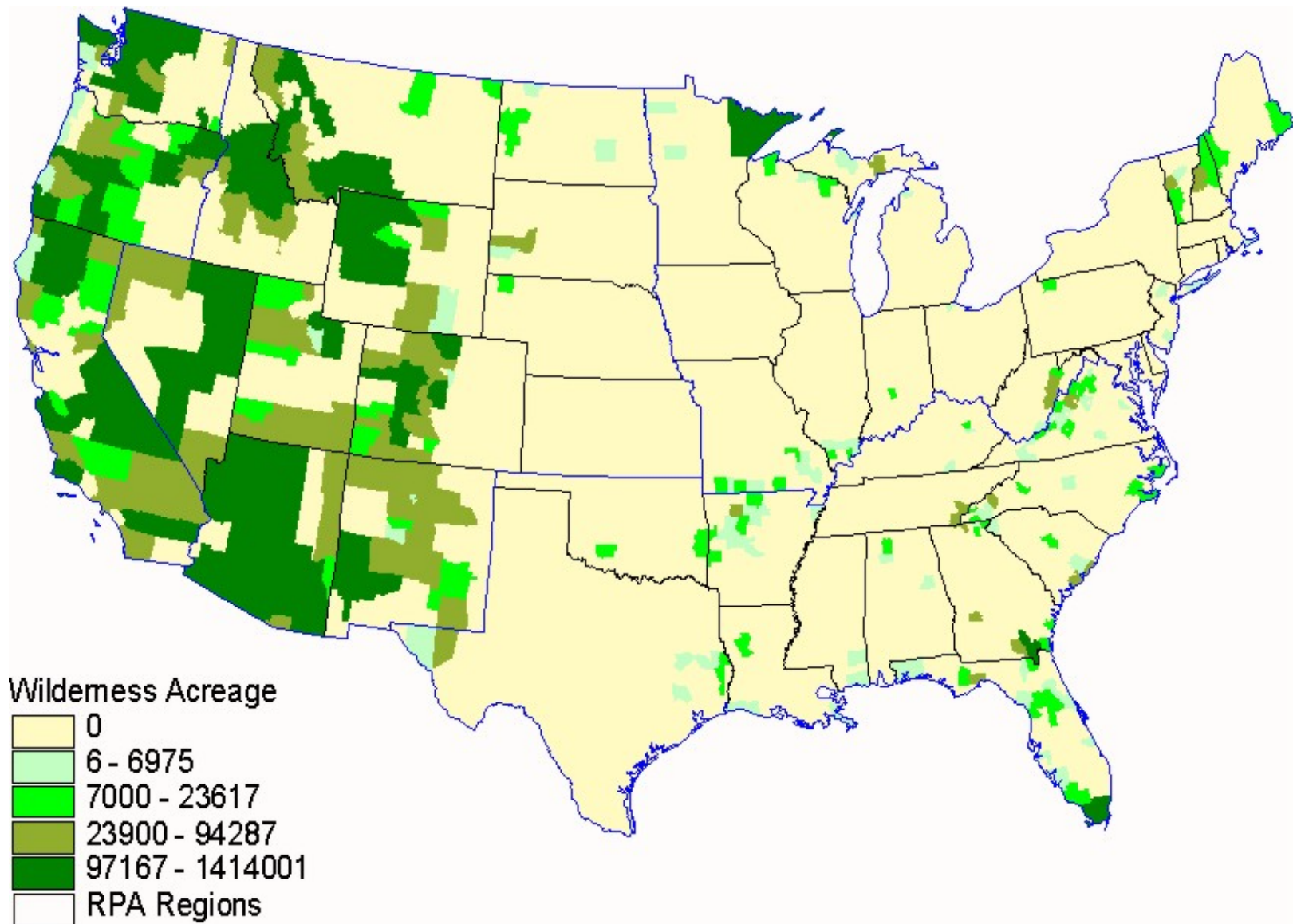
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www.srs.fs.fed.us/trends

Basic Environmental Values Led to Creation of the NWPS

- The United States has designated 628 areas totalling about 105 million acres.
- On Federal lands, an additional 20 million acres are recommended for designation; between 40 and 50 million other roadless acres have been identified.
- The Congress is not likely to add substantially to the NWPS, neither is the Administration likely to move to protect and restore roadless conditions.
- Alpine, forest, desert, and water systems are better represented than grassland and subtropical ecosystems.
- Recreational use, nearby development, pollutants, and political winds are among the threats to the NWPS.

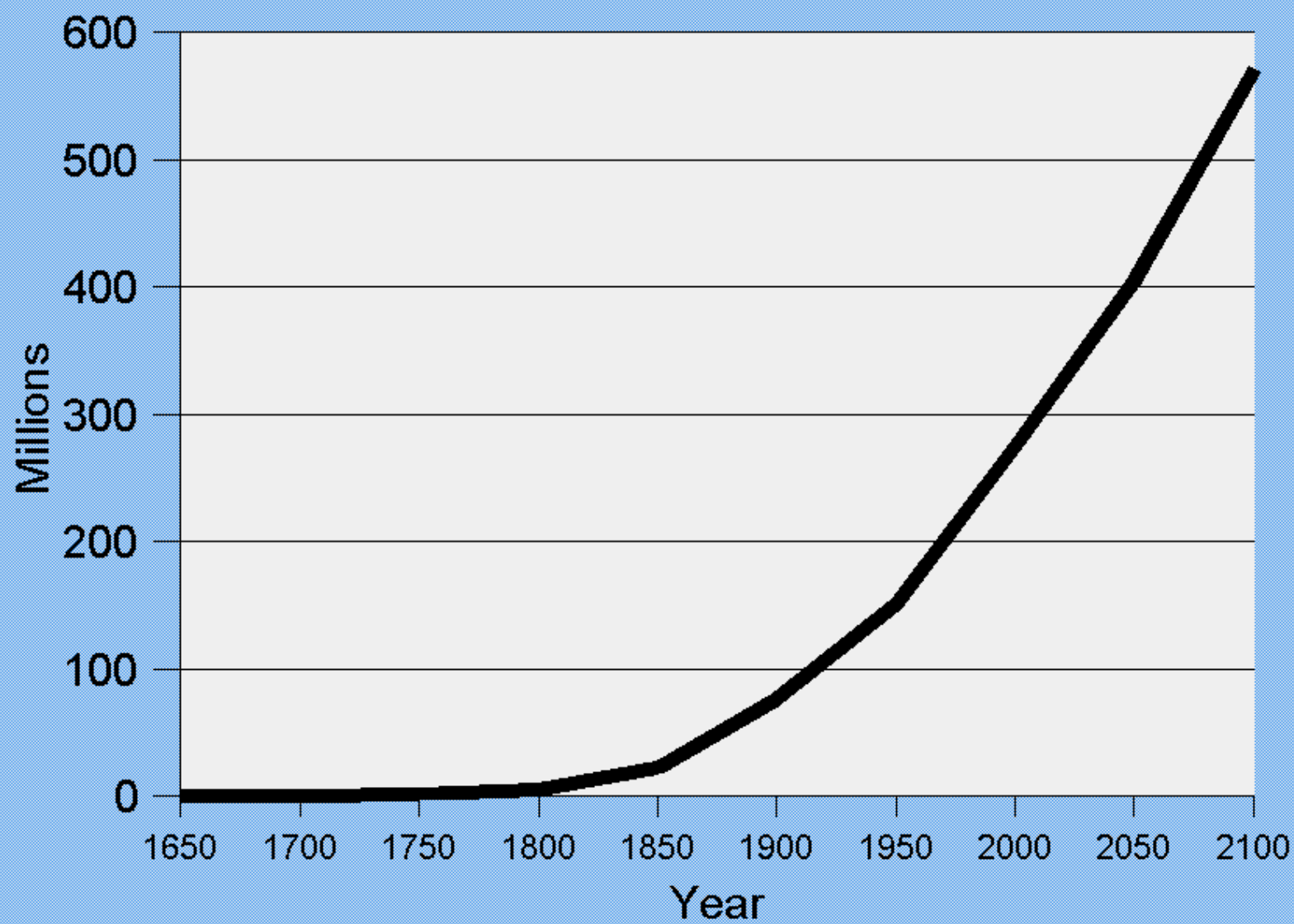
Counties with Wilderness Acreage



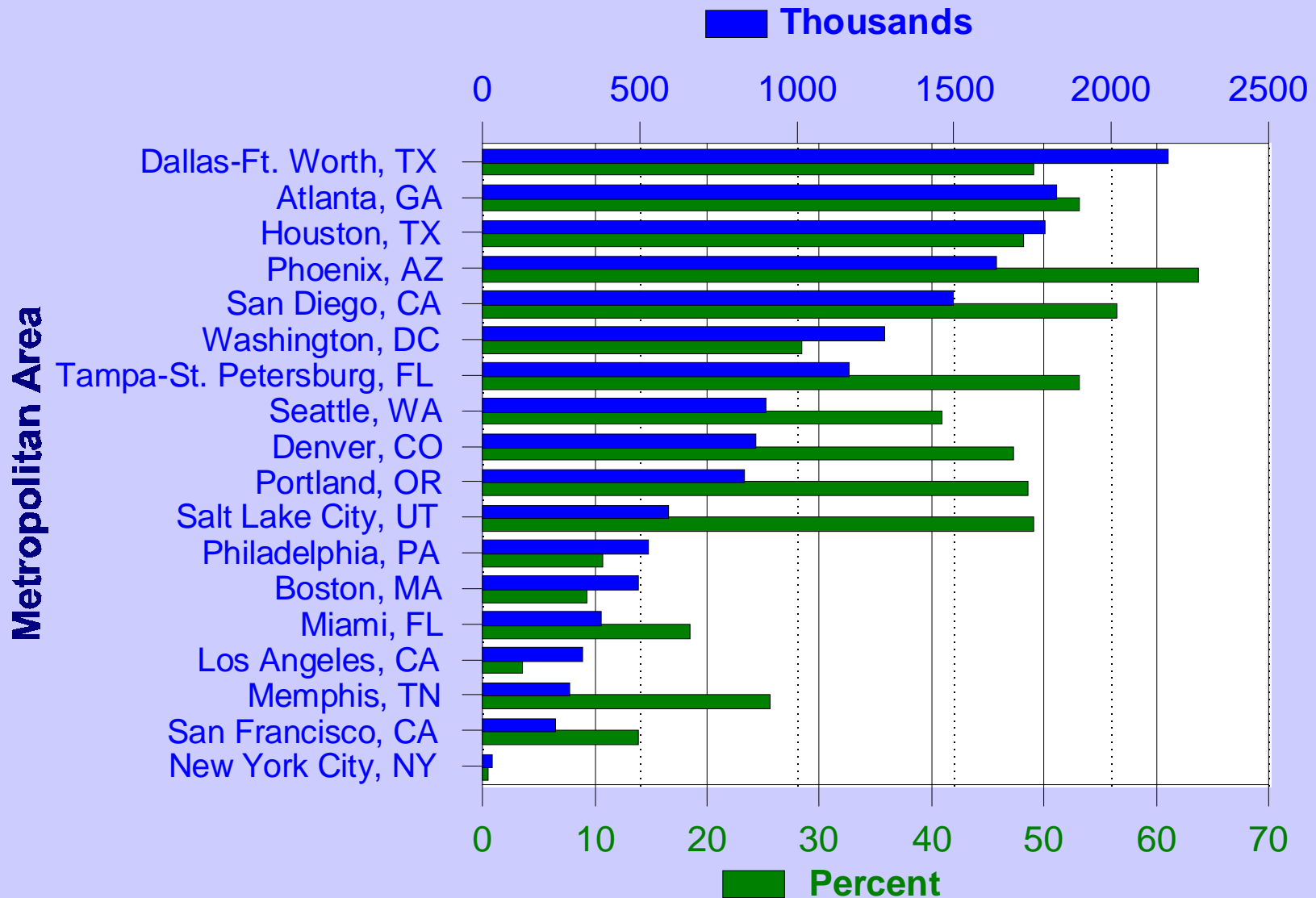
A TIME OF CHANGING DEMOGRAPHICS AND RISING IMPORTANCE OF PUBLIC LANDS

POPULATION GROWTH,
SHIFTING DEMOGRAPHICS,
MIGRATION TO HIGH
AMENITY AREAS

Historic U.S. Population Growth



Projected Population Growth in Major Metropolitan Areas, 1995-2020



The Changing American Society

- About **1 million** new immigrants per year

- More people:

1990	248 mm
2000	275 mm
2020	325 mm
2050	404 mm
2075	481 mm
2100	571 mm

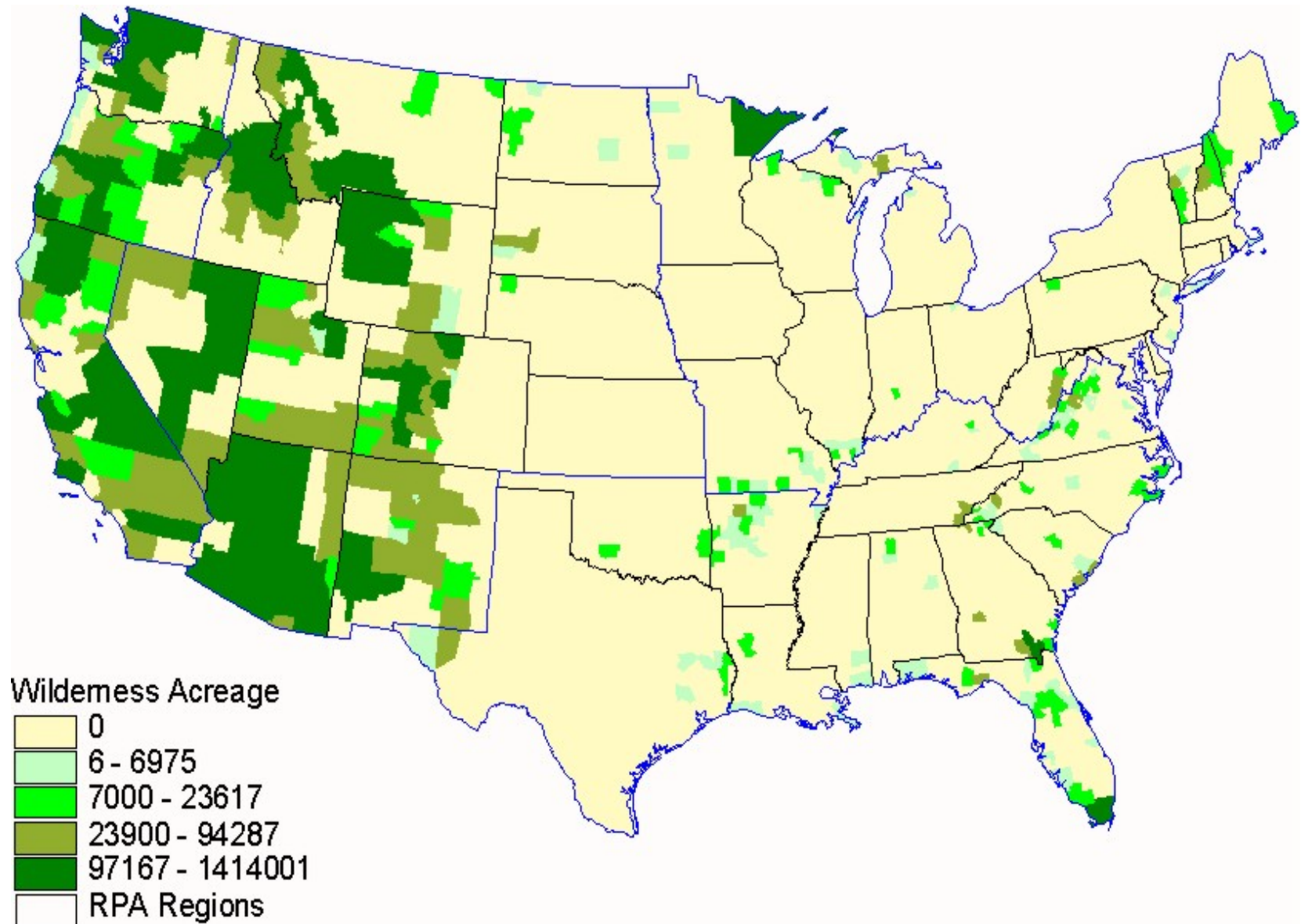
- **Increasingly urban**, 81% live in cities and towns

- Getting older: Median age 35 38 (by 2020)

- Changing ethnicities by 2050:

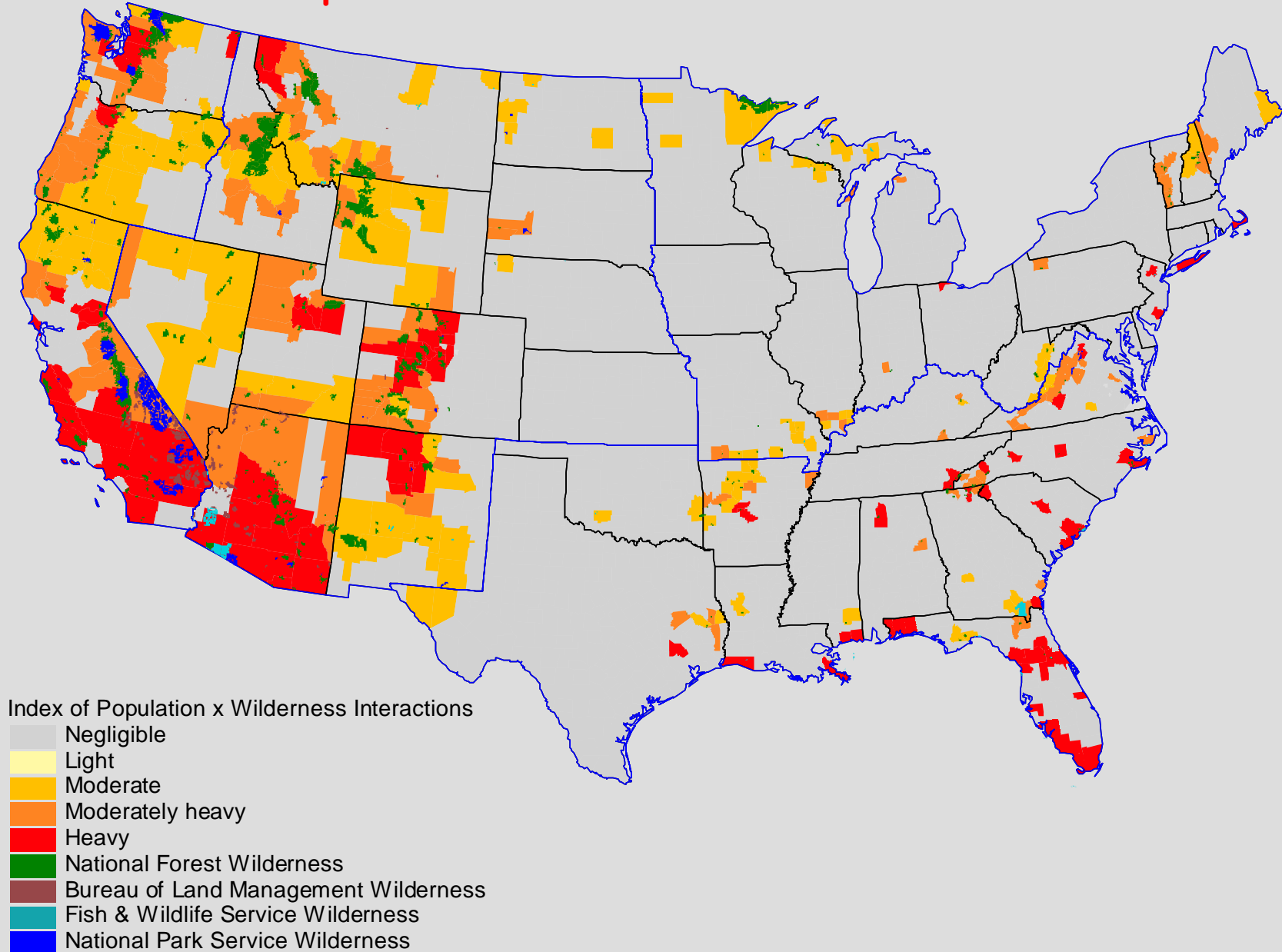
Anglo Americans	76%	50%
African Americans	12%	15%
Hispanic Americans	9%	21%
Asian Americans	4%	11%

Counties with Wilderness Acreage



Future Wilderness Hotspots (2020)

Ambient Population Pressures on Counties with Wilderness



PERCENT OF PUBLIC AWARE OF THE NWPS

- | | |
|--------------------|-------|
| •Aware of the NWPS | 48.3% |
| •Not Aware | 50.5% |
| •Unsure or Refused | 1.3% |

**A QUESTION—
IS WILDERNESS STILL
IN THE VALUE SET OF
CONTEMPORARY
AMERICANS?**

NSRE

***NATIONAL SURVEY ON
RECREATION AND THE
ENVIRONMENT***

SINCE 1960

**THE UNITED STATES' ON-GOING
NATIONAL RECREATION SURVEY**

HISTORY AND CURRENT COVERAGE OF THE NATIONAL RECREATION SURVEY

- **The first National Recreation Survey (The NRS Series) was reported in 1960 for the Outdoor Recreation Resources Review Commission**
- **Subsequent NRSs in 1965, 1972, 1977, 1982, and 1995 and 2000-01**
- **These NRSs were used widely in the field and were the basis for U. S. Nationwide Outdoor Plan (Interior)**
- **Current NRS has been renamed the National Survey on Recreation and the Environment (NSRE), it is interagency, the FS is the lead agency. Basis for RPA.**
- **Nation's on-going, long-term outdoor participation and environmental survey. 50,000 and still going.**

MODULES OF QUESTIONS

- **Participation in Recreational Activities**
- **Recreation Participation in Coastal States**
- **Frequency of Participation in Days**
- **Favorite Activities and Constraints**
- **Risk Activity Participation**
- **Nature-based Trip Taking**
- **Opinions about Recreation Area Management**
- **Environmental Attitudes and Values**
- **Values and Objectives for Management of Public Lands AND Congressionally Designated Areas**
- **Wilderness Values, Knowledge, Visitation, and Preferences for Management**
- **Owners and Reasons for Ownership of Private Land**
- **Lifestyles, Demographics and Disabilities**



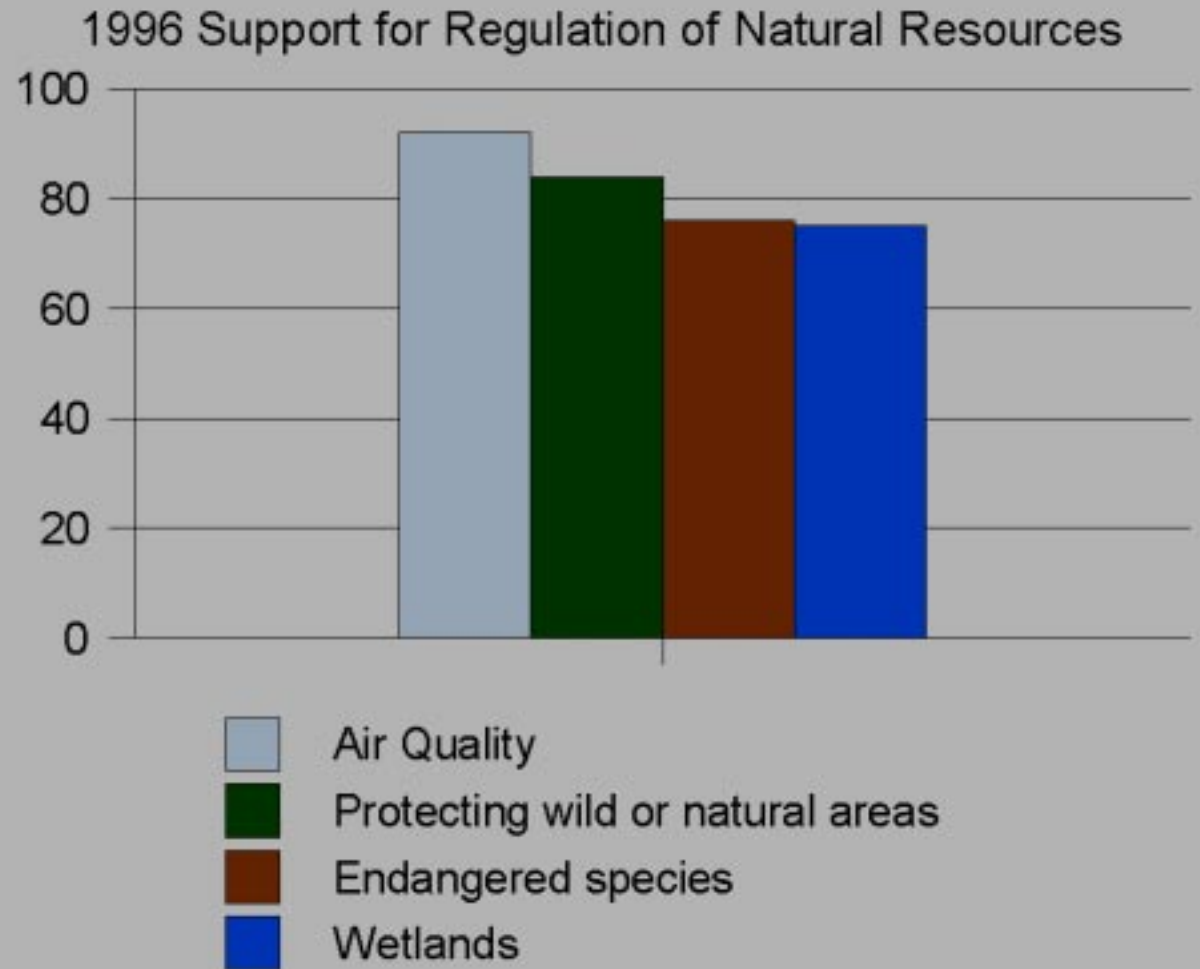


WHAT PEOPLE VALUE IN OUR PUBLIC LANDS

**“They (American’s surveyed)
rank the environment third on
their list of critical public issues
requiring government support,
just behind crime and education.
60% feel the government spends
too little on the environment”.**

(National Opinion Research Center, Chicago, Ill., 2000)

**Percentage
of Americans
Reporting
Regulation of
Natural
Resources is
“Just the
Right
Amount”
or has
“Not Gone
Far Enough.”**



Source: Dujack, 1997.

FINAL WORDING OF VALUE ITEMS

- | | |
|--------------|--|
| NAF1 | Protect streams and other sources of clean water |
| NAF2 | Maintain public lands for future generations to use and enjoy |
| NAF3 | Provide access, facilities and services for outdoor recreation |
| NAF4 | Provide habitat and protection for abundant wildlife and fish |
| NAF5 | Provide quiet, natural places for personal renewal |
| NAF6 | Use and manage public areas in ways that leave them natural in appearance |
| NAF7 | Emphasize planting/management of trees for abundant timber supply |
| NAF8 | Provide access to raw materials and products for local industries and communities |
| NAF9 | Protect rare, unique or endangered plant and animal species |
| NAF10 | Provide roads, accommodations and services to help local tourism businesses |
| NAF11 | Provide permits to ranchers for grazing of livestock such as cattle and sheep |
| NAF12 | Provide information and educational services about natural areas, their management and the natural life in them |

NAF1--Protect streams and other sources of clean water

Not at all
important

1

2



3

Extremely
important

4

5

8 Don't know

9 Refused

VALUE DIMENSION 1: MANAGE FOR PROTECTION

- **Protect streams and other sources of clean water**
- **Provide habitat and protection for abundant wildlife and fish**
- **Protect rare, unique or endangered plant and animal species**
- **(Average Score 74.0)**

VALUE DIMENSION 2: MANAGE FOR AMENITIES

- **Maintain national forests for future generations to use and enjoy**
- **Provide quiet, natural places for personal renewal**
- **Use and manage forest areas in ways that leave them natural in appearance**
- **Provide information and educational services about forests, their management and the natural life in them**
- **(Average Score = 61.6)**

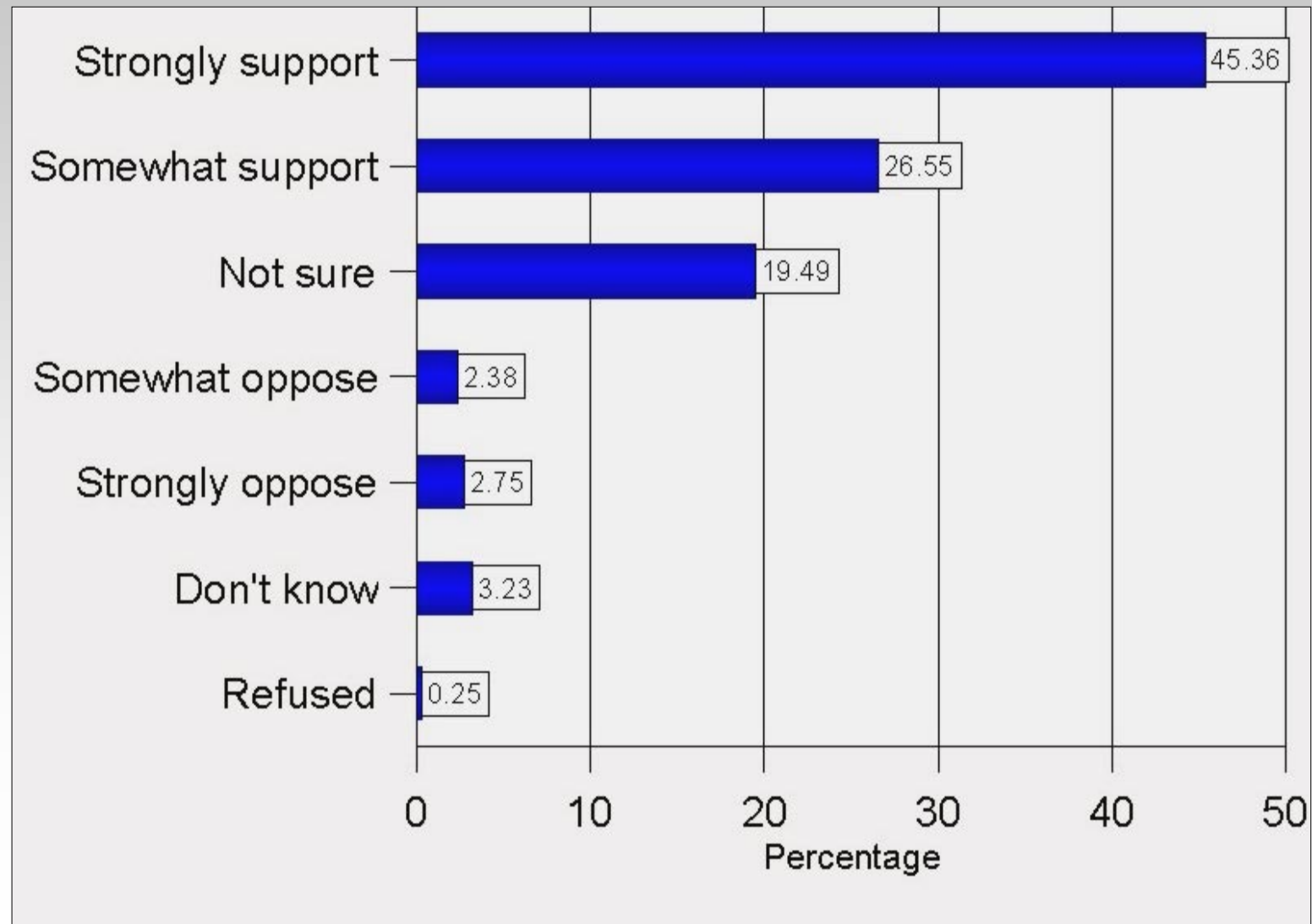
VALUE DIMENSION 3:

MANAGE FOR OUTPUTS

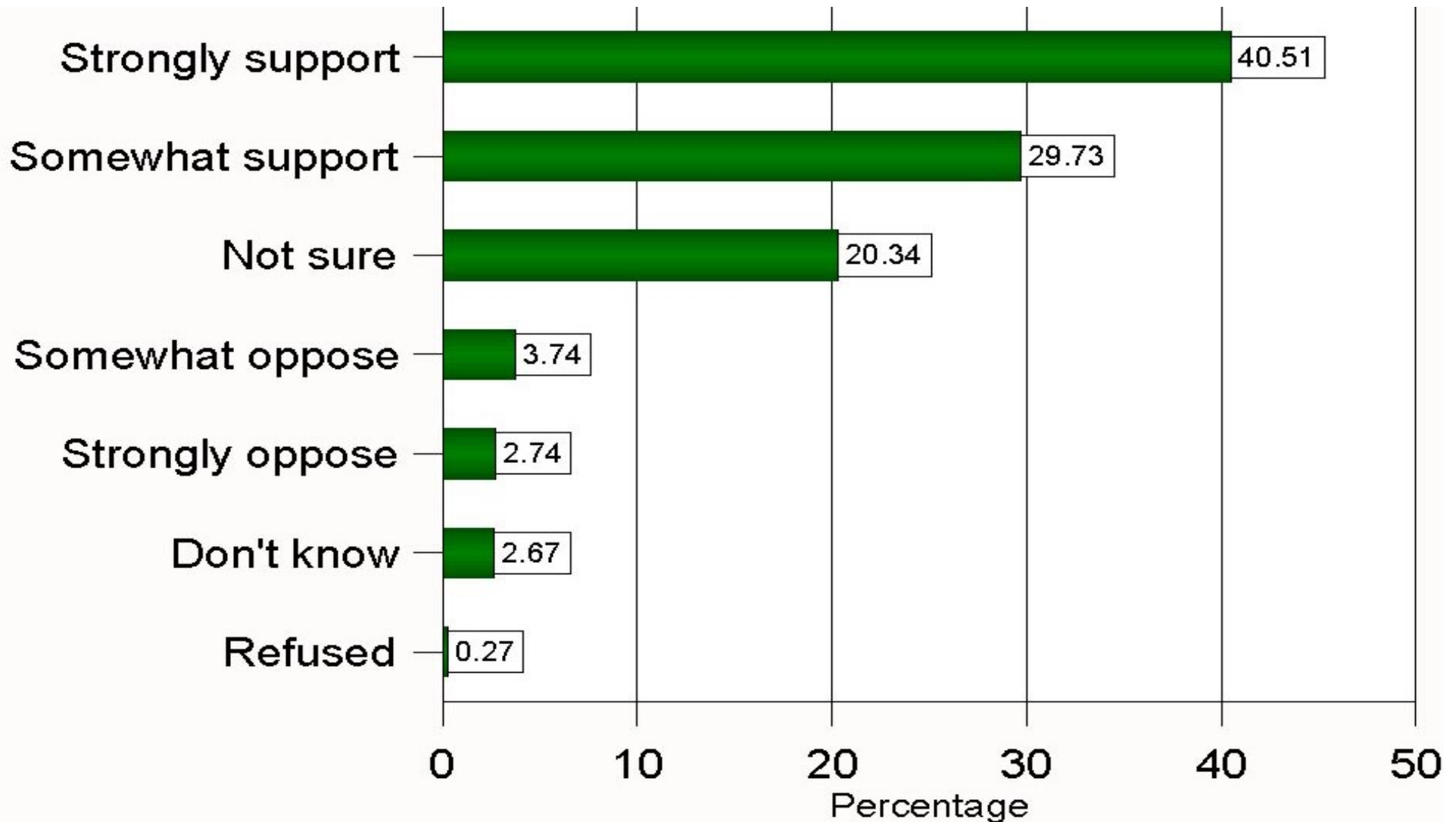
- Provide access, facilities and services for outdoor recreation
- Emphasize planting and management of trees for an abundant timber supply
- Provide access to raw materials and products for local industries and communities
- Provide roads, accommodations and services to help local tourism businesses
- Provide permits to ranchers for grazing of livestock such as cattle and sheep
- (Average Score = 38.1)

**PUBLIC SUPPORT FOR AND
KNOWLEDGE OF
CONGRESSIONALLY
DESIGNATED AREAS IN
THE UNITED STATES**

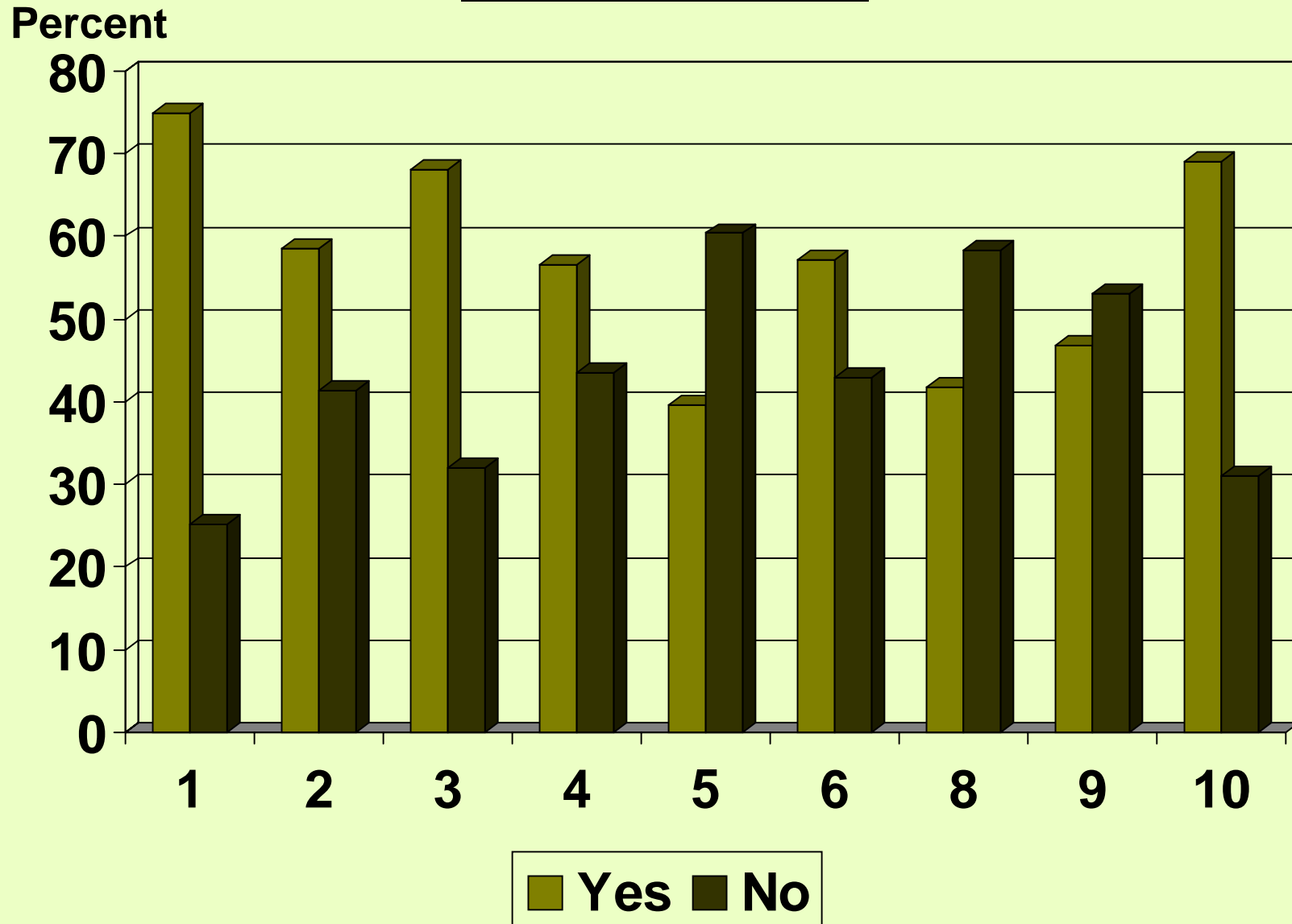
Percentage of Americans by level of support for designating federal lands for protection, scenery and recreation



Percentage of Americans by level of support for more CDAs beyond National Parks



Percent aware that Congress designates NRAs, Scenic Areas, W&S Rivers, and National Monuments by Forest Service Region

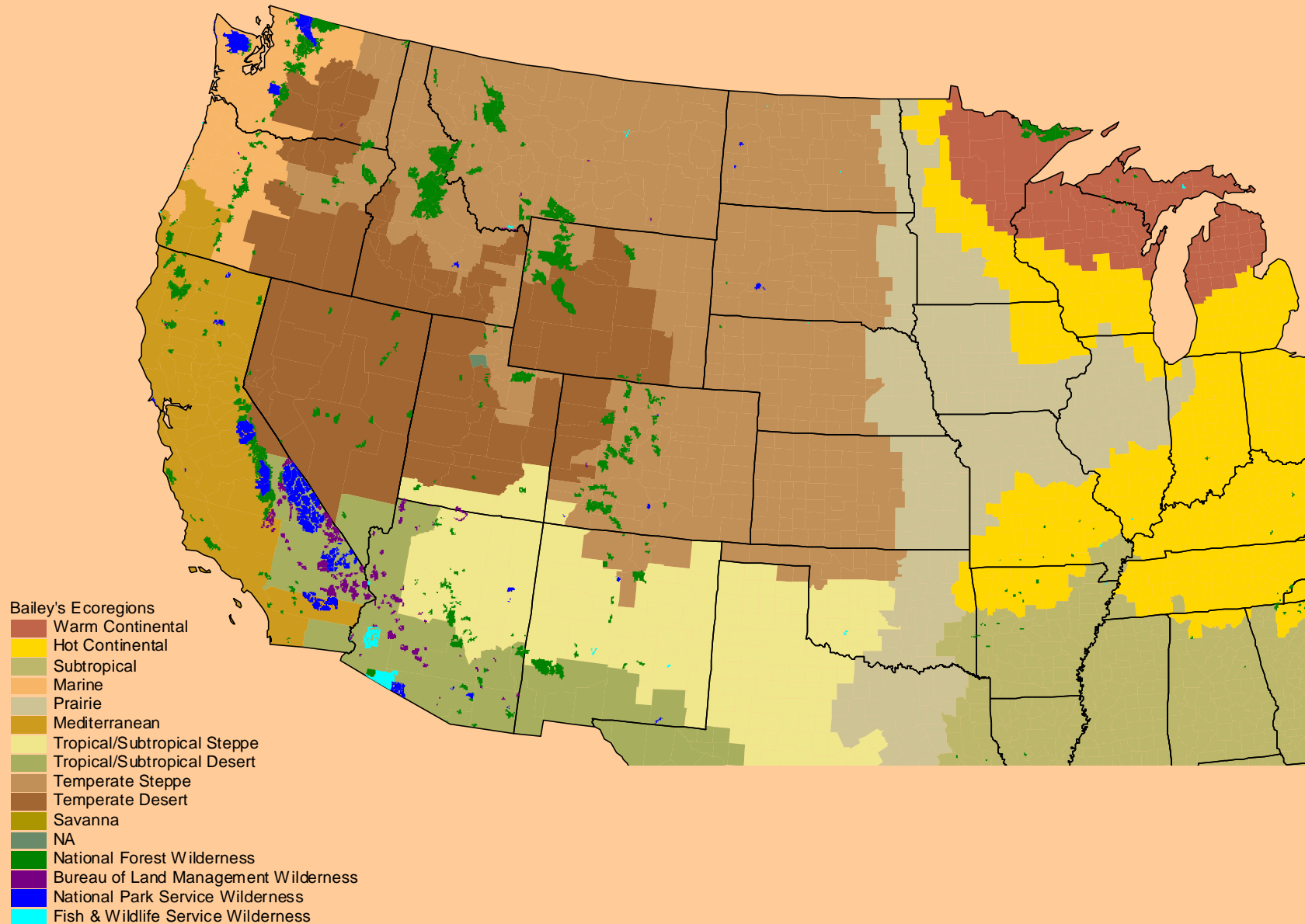


Wilderness

in the

American Mind

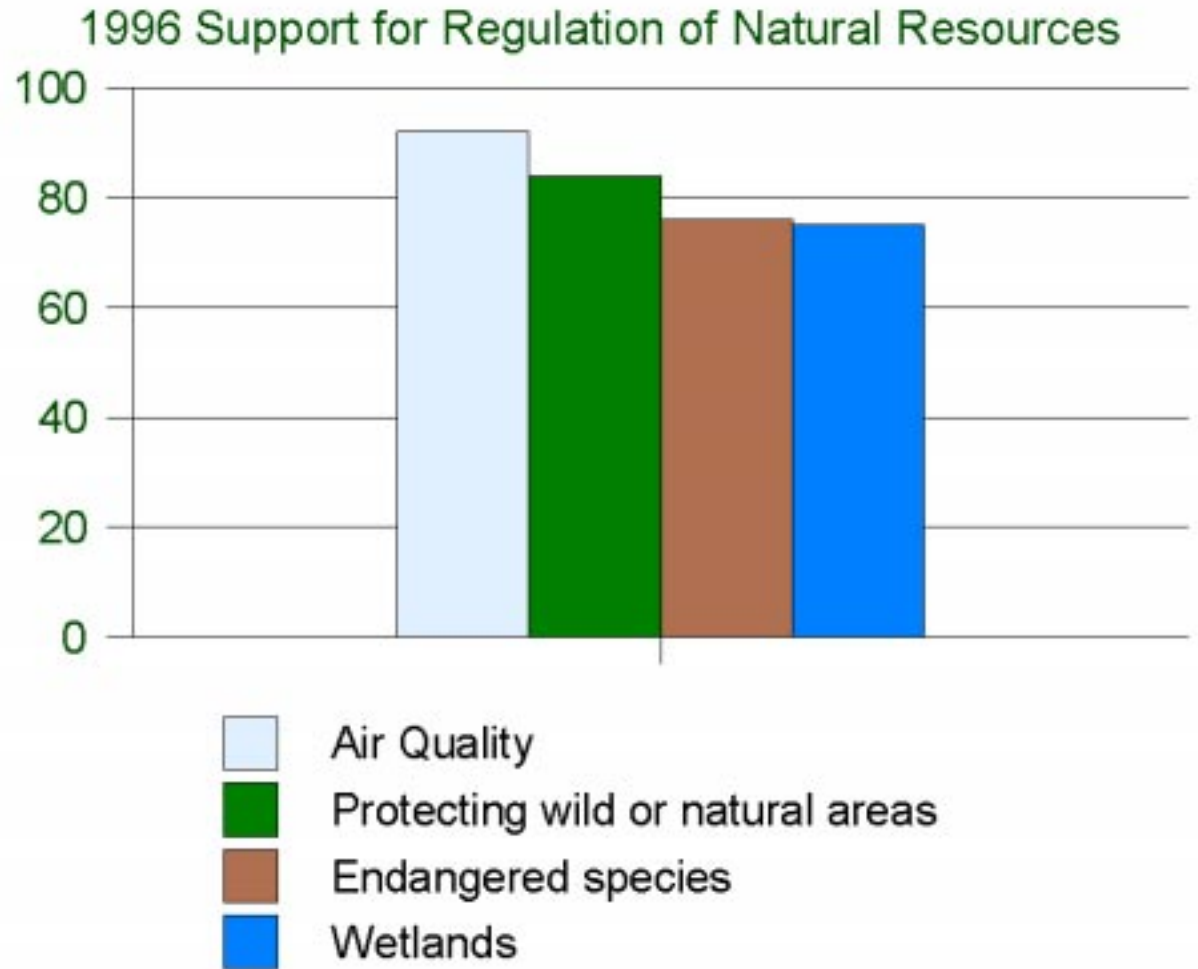
Wilderness Protection for Remaining Wild Portions of the Nation's Ecosystems



The Growing Priority of Wilderness for Healthy Human and Natural Communities

- **Human communities range from the population at large, to communities of interest and local communities**
- **In the U.S., the highest level of wilderness community is the national population. Legislatively protected wilderness in the U.S. is first a National resource, second a special use or local resource**
- **The next level of wilderness community includes a variety of communities of interest, special interests which are not place bound (such as advocates for expanded motorized vehicle access)**
- **The next level of community is the local community, a community of place who have interest because of nearness to protected areas**

NATIONAL
COMMUNITY:
Percentage
of Americans
Reporting
Regulation of
Natural
Resources is
“Just the
Right Amount”
or has
“Not Gone
Far Enough.”



Source: Dujack, 1997.

The U. S. National Community Viewpoint on Wilderness Protection

- Nationally, 58 percent of American's 16+ favor protecting more of our federal lands as wilderness
- Only 5.9% feel we have put too many acres into the NWPS:
 - Not enough, 49.2%
 - About right, perhaps some more, 29.6%
 - Too much, 5.9%
 - Not sure, 15.3%



The Values Our National Community Holds Toward Protected Wilderness

<u>Wilderness Value</u>	<u>Percentage Saying It Is</u>	
	<u>Extremely Important</u>	<u>Slightly or Not Important</u>
Protecting air quality	58.4	1.5
Protecting water quality	55.9	1.5
Protecting wildlife habitat	52.7	3.1
Protecting endangered species	49.8	5.0
Legacy for future generations	49.1	3.1
Preserving unique ecosystems and genetics	44.3	5.1
Future option to visit	37.5	7.1
Just knowing it is preserved	36.9	6.4
Providing scenic beauty	35.4	5.5
Providing recreation opportunities	27.8	7.2
Providing spiritual inspiration	25.9	16.7
Undisturbed area for scientific study	23.9	11.6
Providing income for tourism industry	9.7	33.5

Population Differences on the Values of Wilderness

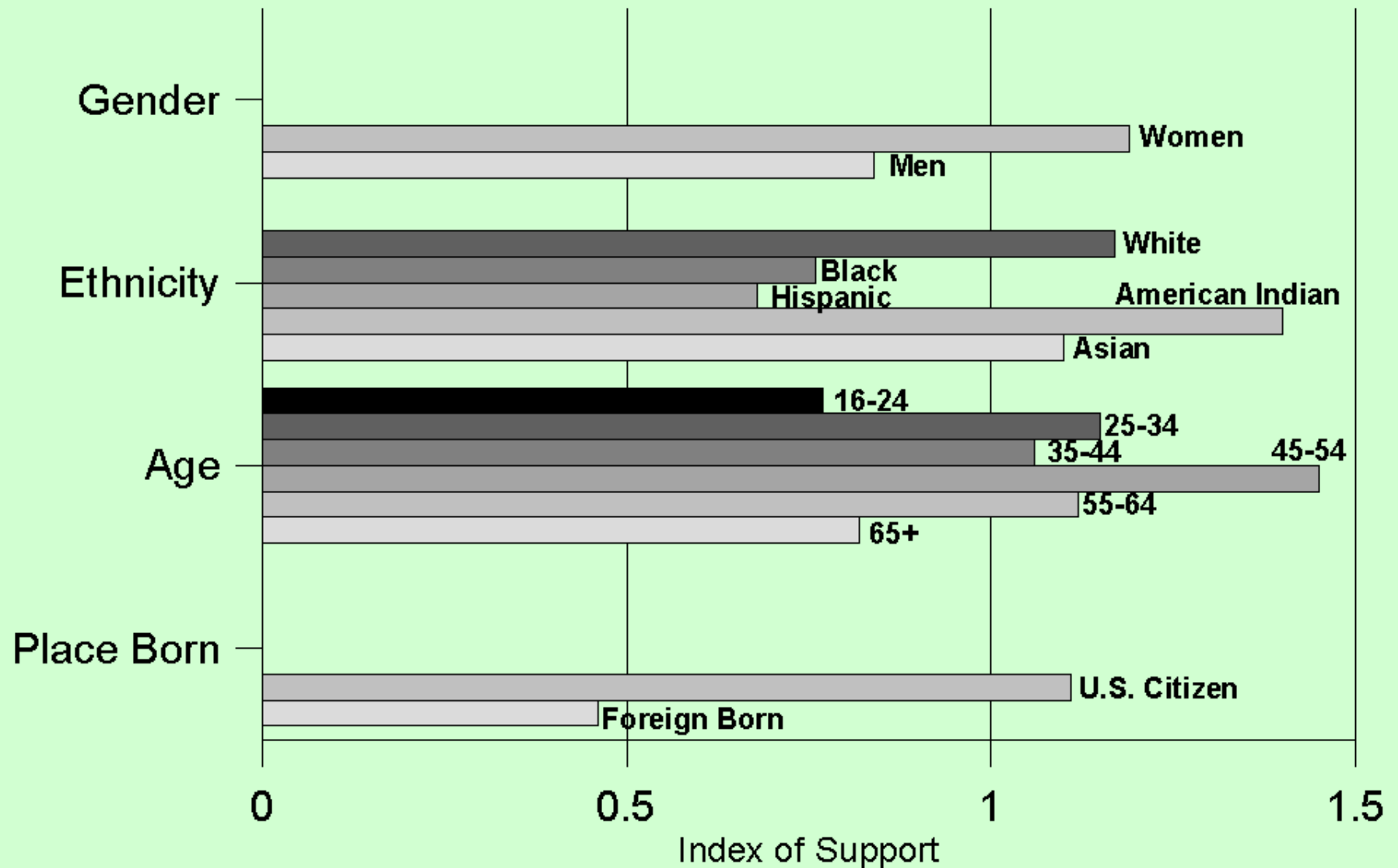
Wilderness Values	Groups More Strongly Supporting
* Protecting Water Quality	Females, White, American Indians, Asians, U.S. born, New England
* For Future Generations	Male=Female, Whites and American Indians, 35-54, New England, and Atlantic Coast
* For Recreation Use	Blacks and Hispanic, not age related, foreign born, Southeast
* Protecting Wildlife Habitat	Females, American Indian, Asian, Hispanic, 16-34, foreign born, South Atlantic

Population Differences on the Values of Wilderness

Wilderness Values	Groups More Strongly Supporting
* Providing Spiritual Inspiration	Females, Blacks, American Indian, Hispanic, 55+, foreign born, rural, Deep South
* For Scientific Study	Asian, Hispanics, 65+, foreign born, not from Rockies
* To Preserve Unique Plants and Animals	Female, American Indian, Asian, Hispanic, young, foreign born
* To Protect Air Quality	Females, Asian, young not old, New England and South Atlantic
* Income for Tourism	Blacks, Hispanic, 65+, foreign born, Rural

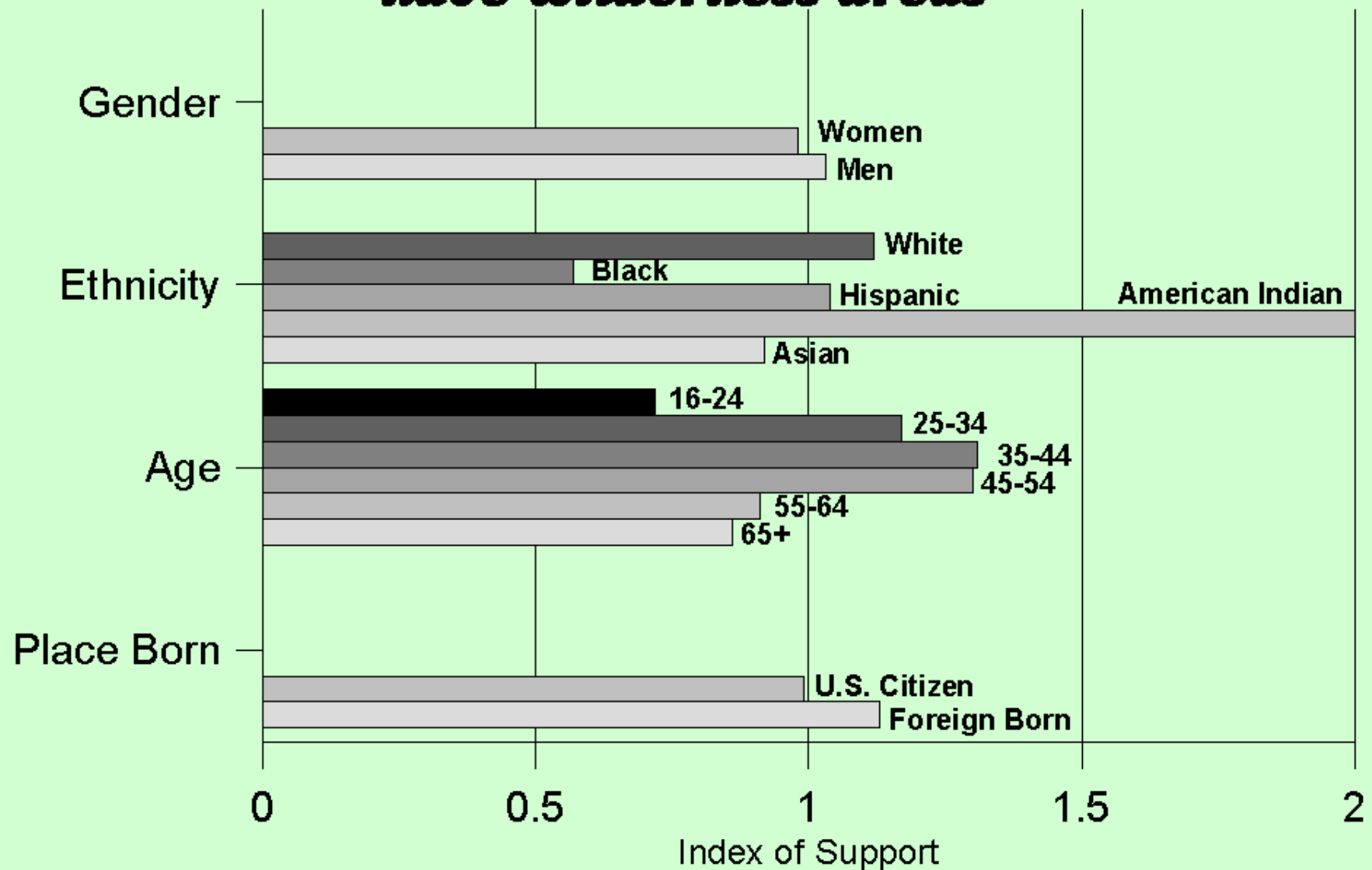
The Most Important Benefits of Wilderness

Protecting Water Quality



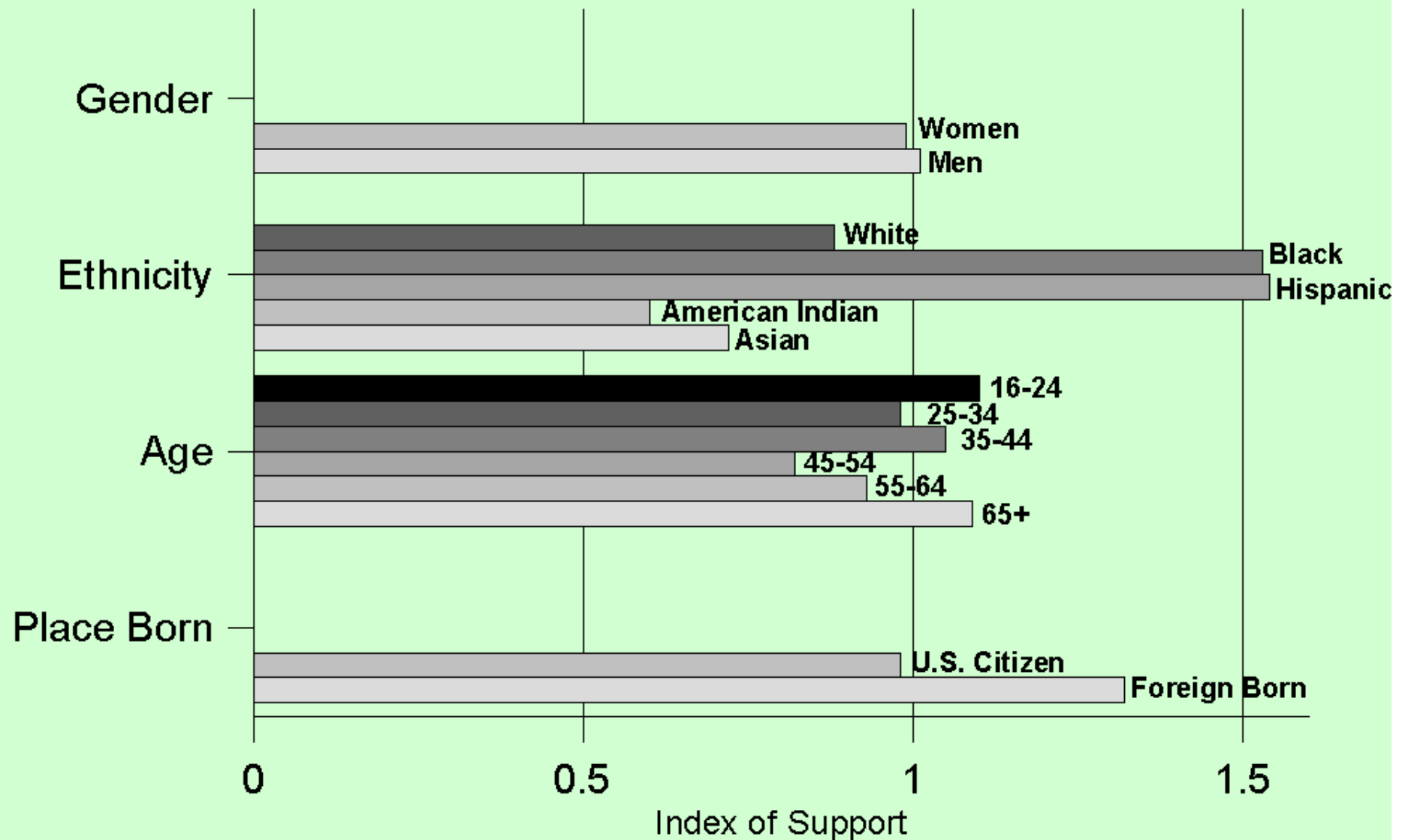
The Most Important Benefits of Wilderness

Knowing that future generations will have wilderness areas



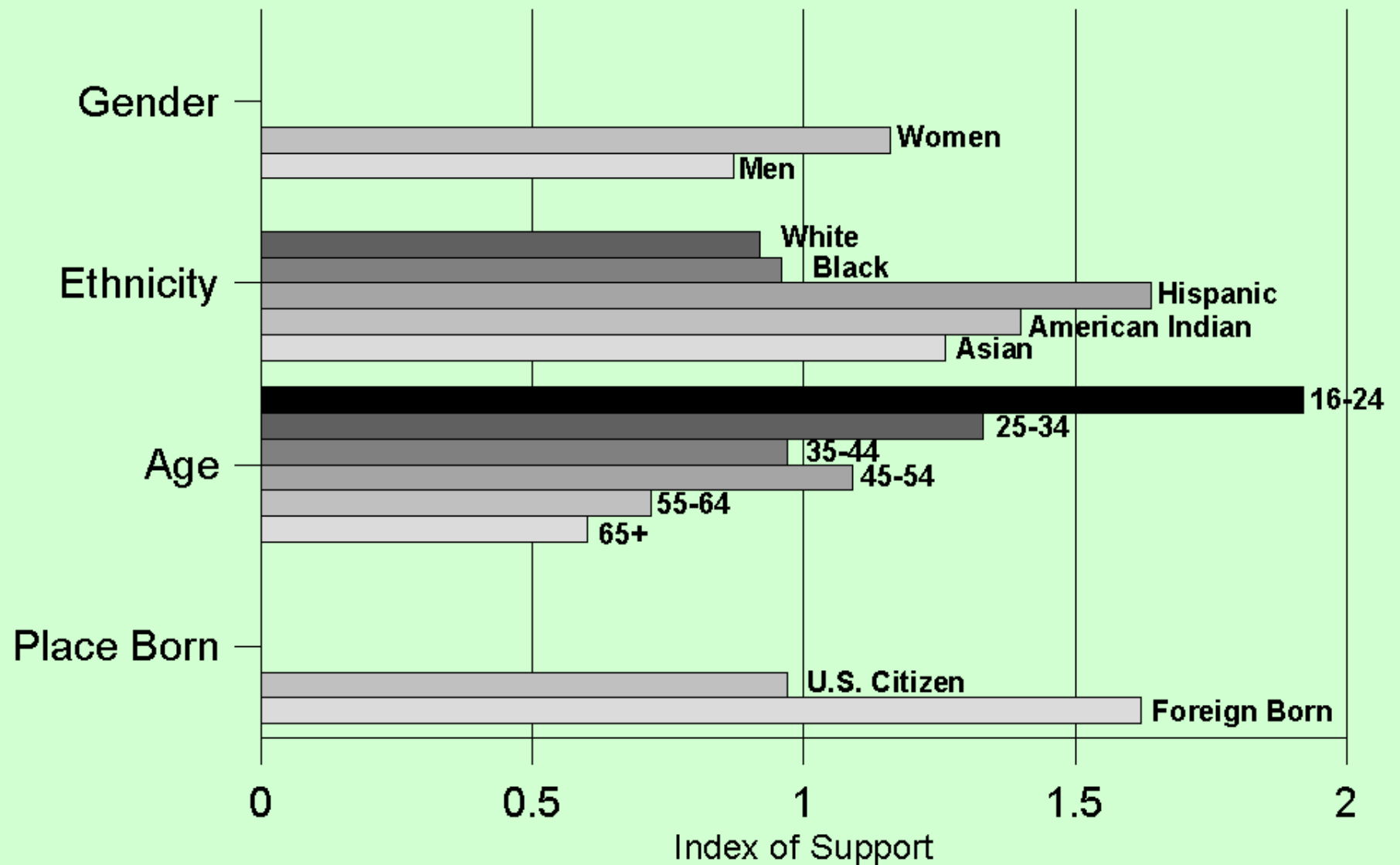
The Most Important Benefits of Wilderness

Providing recreation opportunities



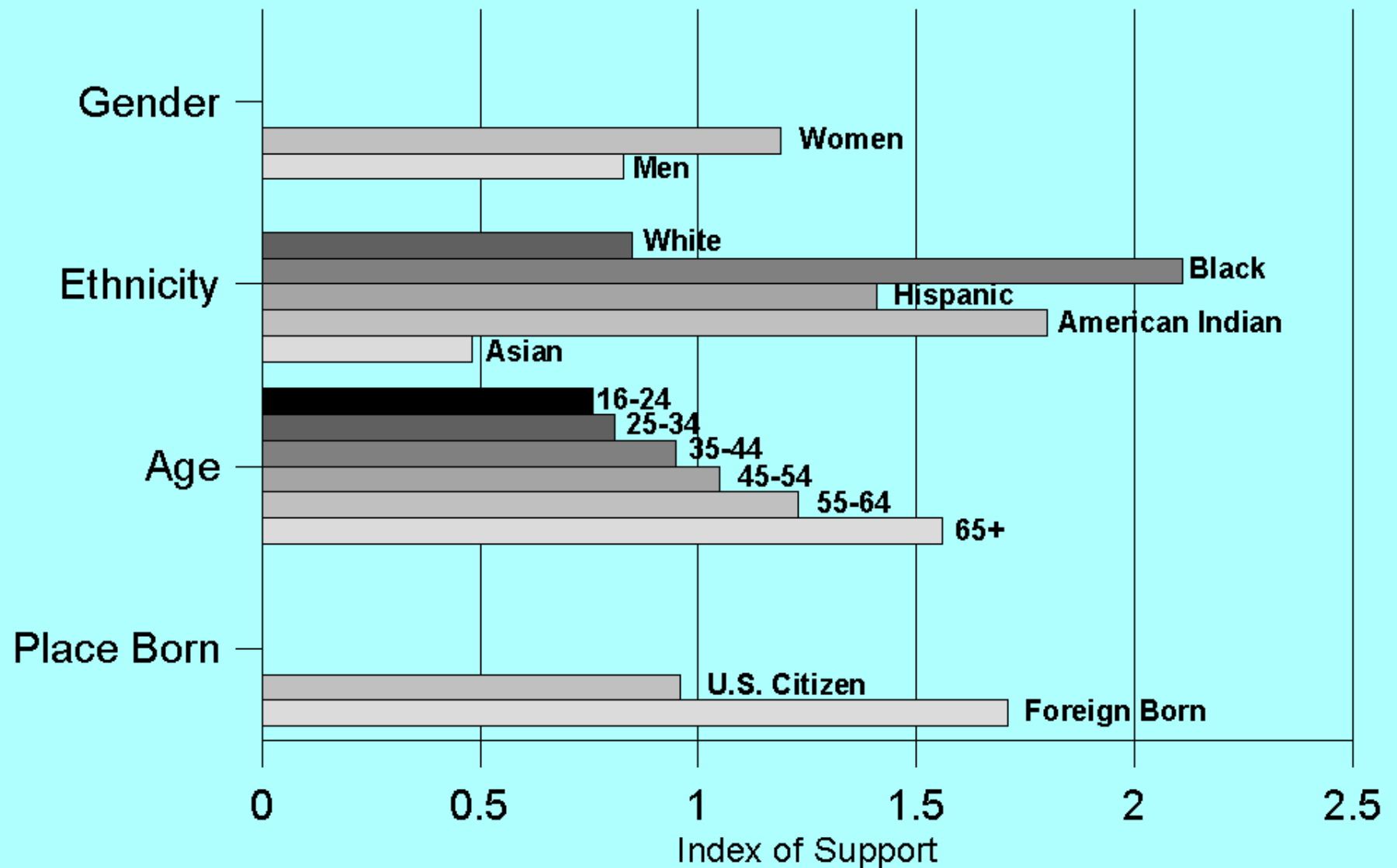
The Most Important Benefits of Wilderness

Protecting wildlife habitat



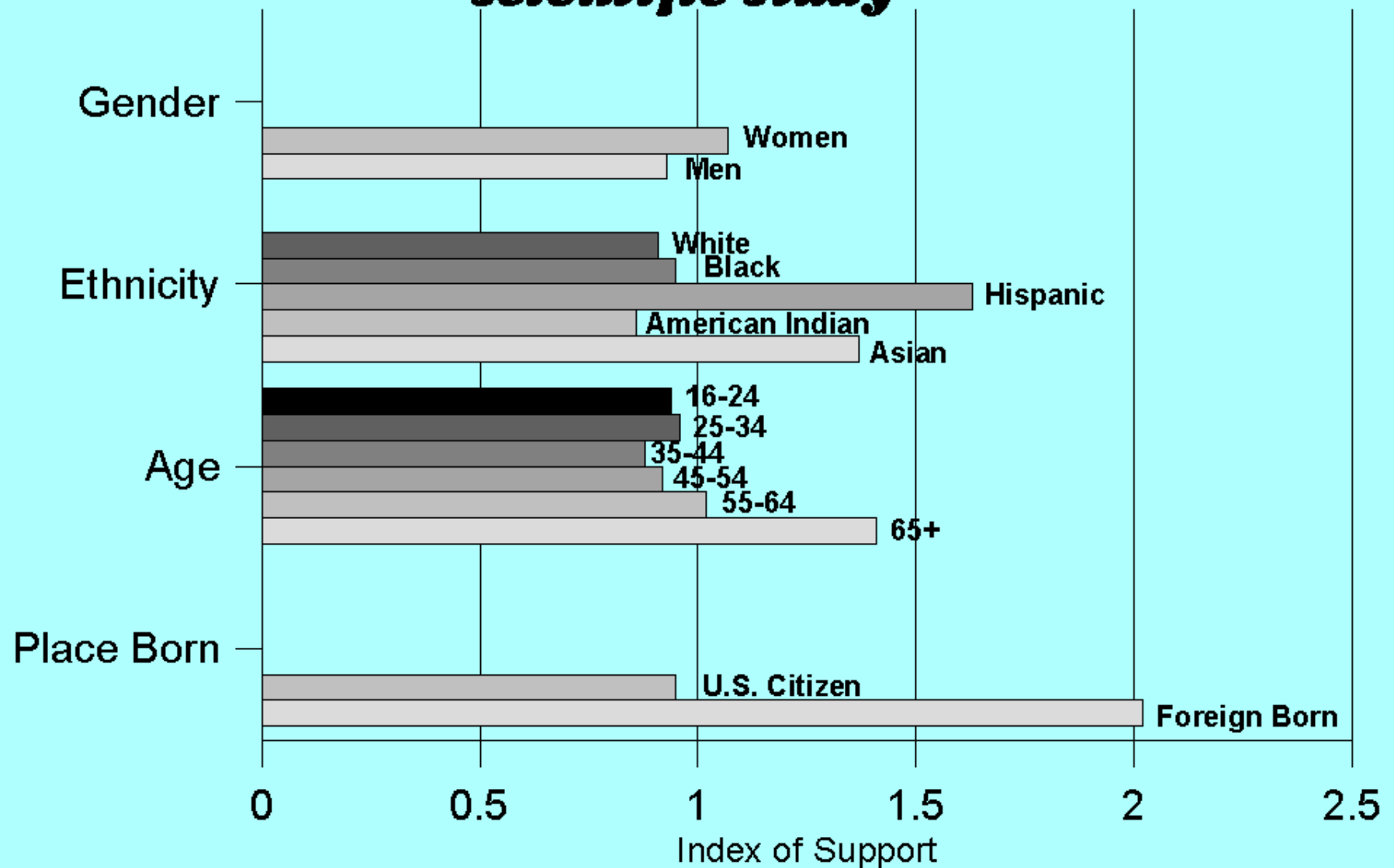
The Most Important Benefits of Wilderness

Providing spiritual inspiration



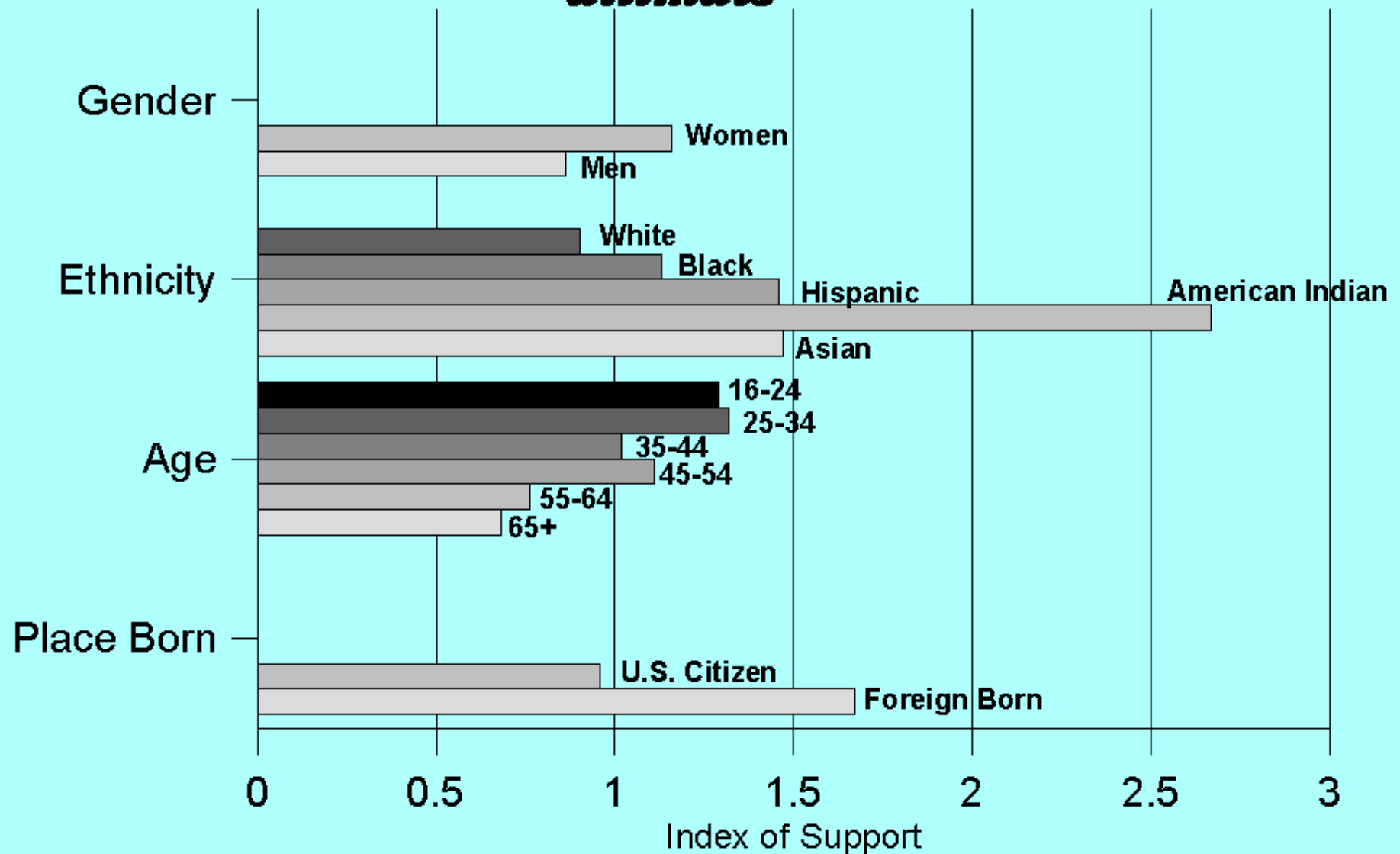
The Most Important Benefits of Wilderness

Preserving natural areas for scientific study



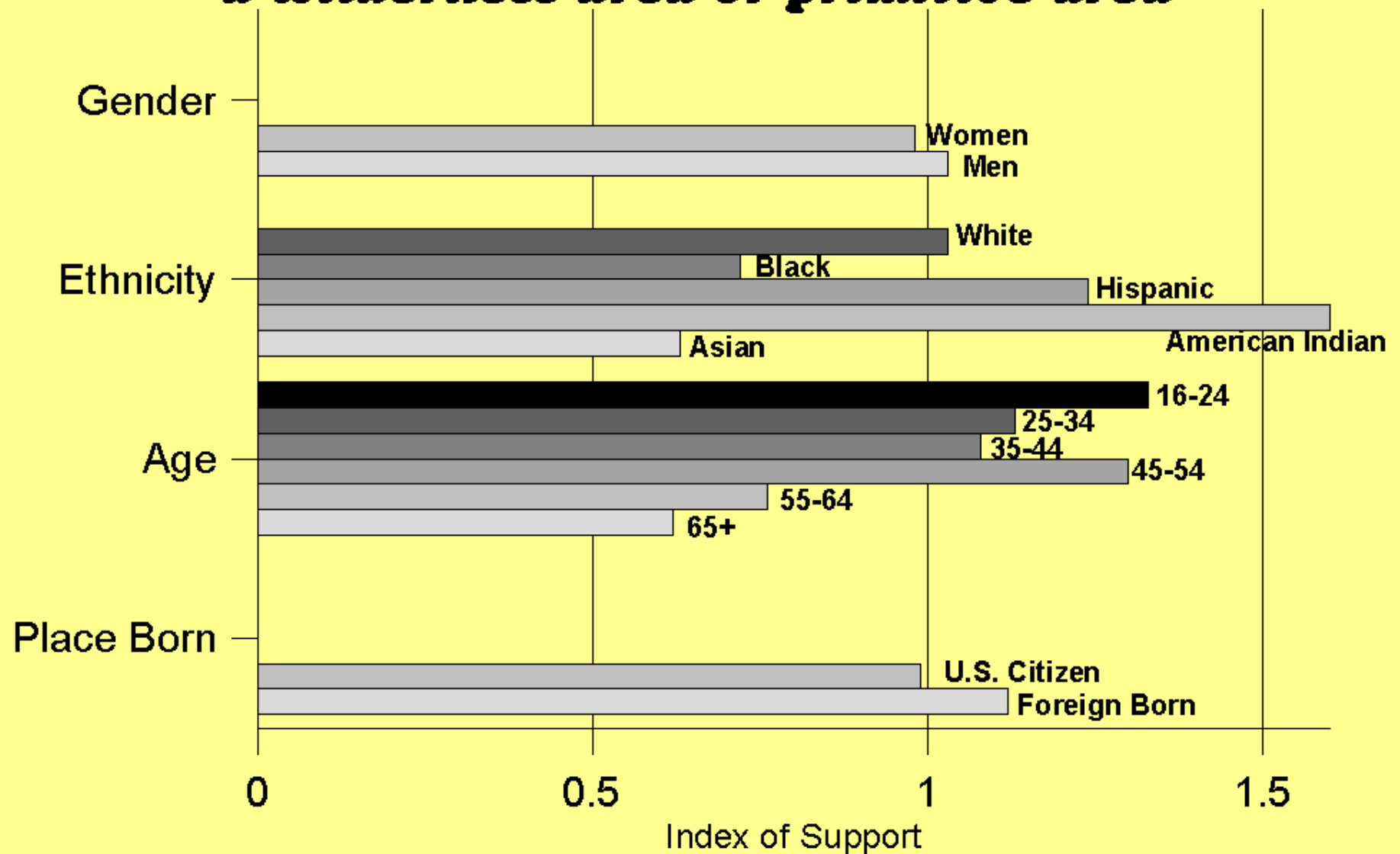
The Most Important Benefits of Wilderness

Preserving unique wild plants and animals



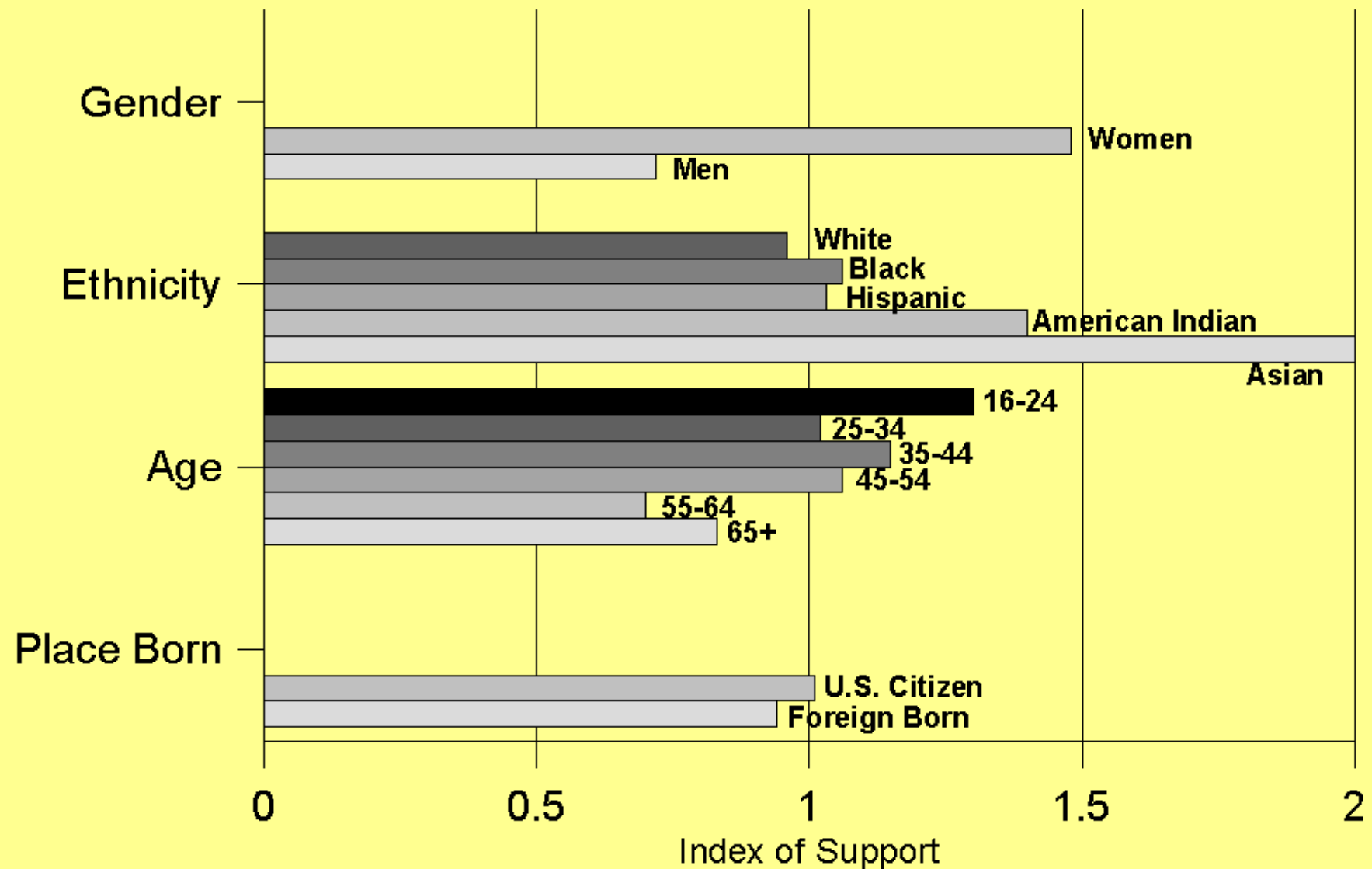
The Most Important Benefits of Wilderness

***Knowing I will have future option to visit
a wilderness area or primitive area***



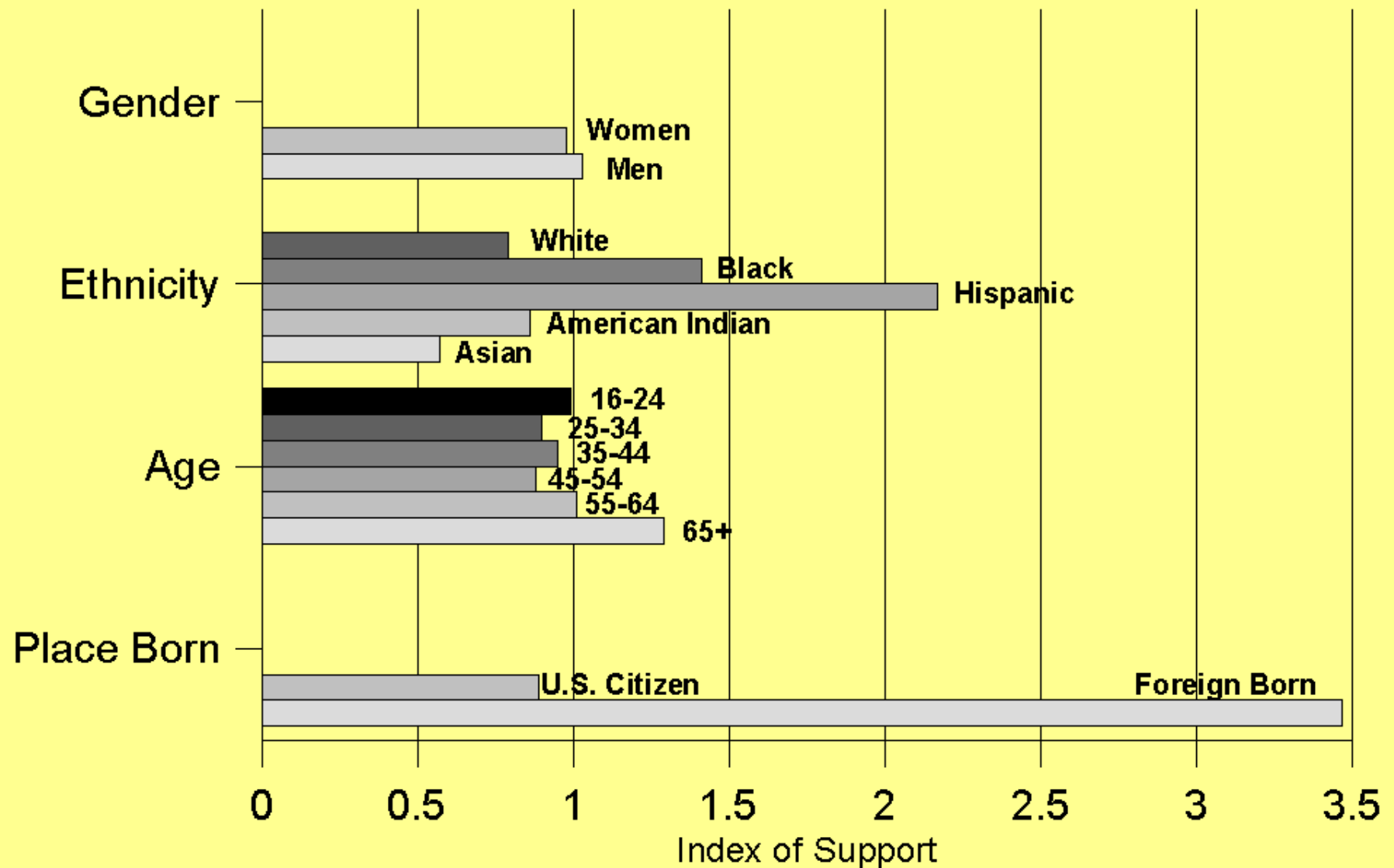
The Most Important Benefits of Wilderness

Protecting air quality



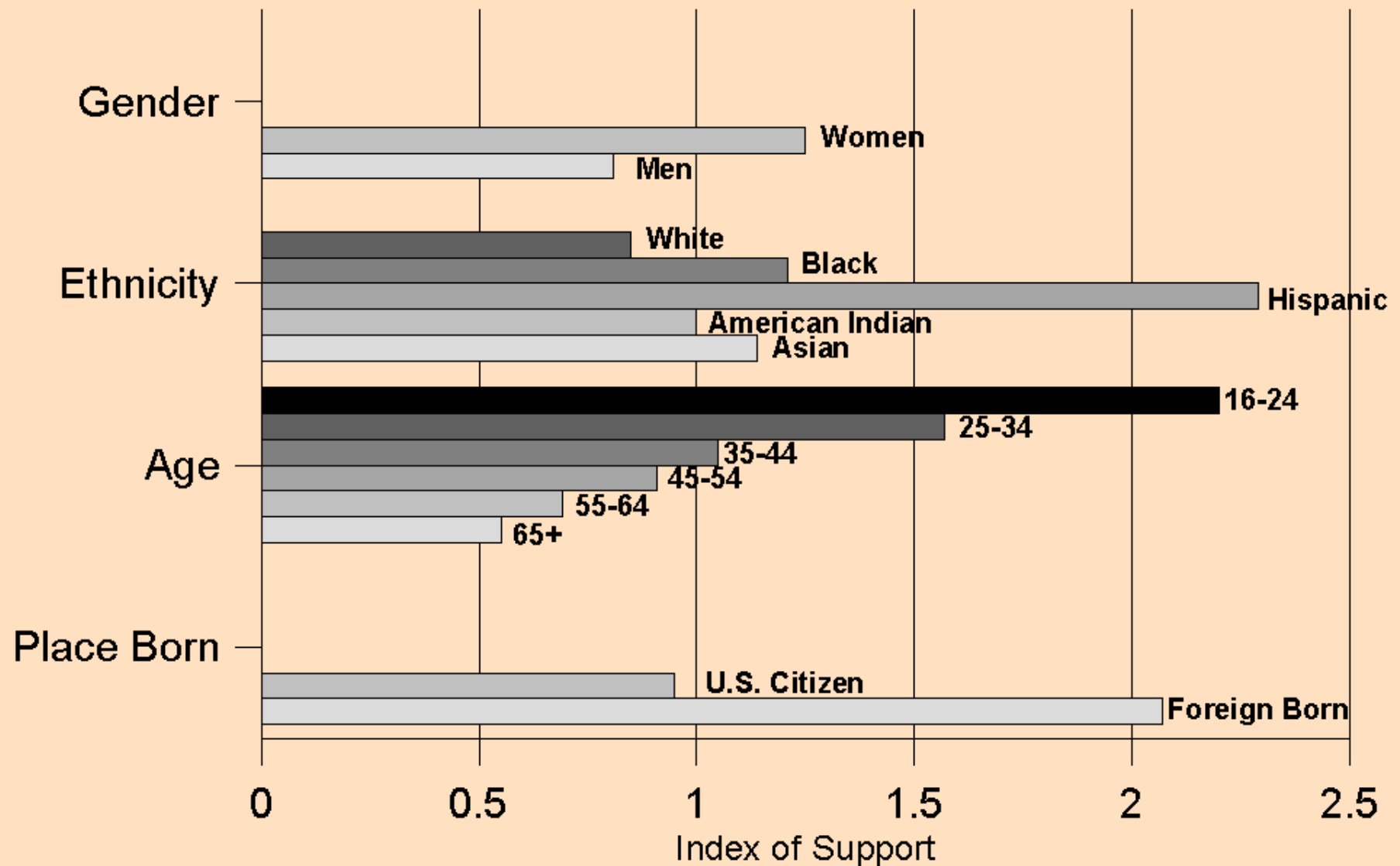
The Most Important Benefits of Wilderness

Providing income for the tourist industry



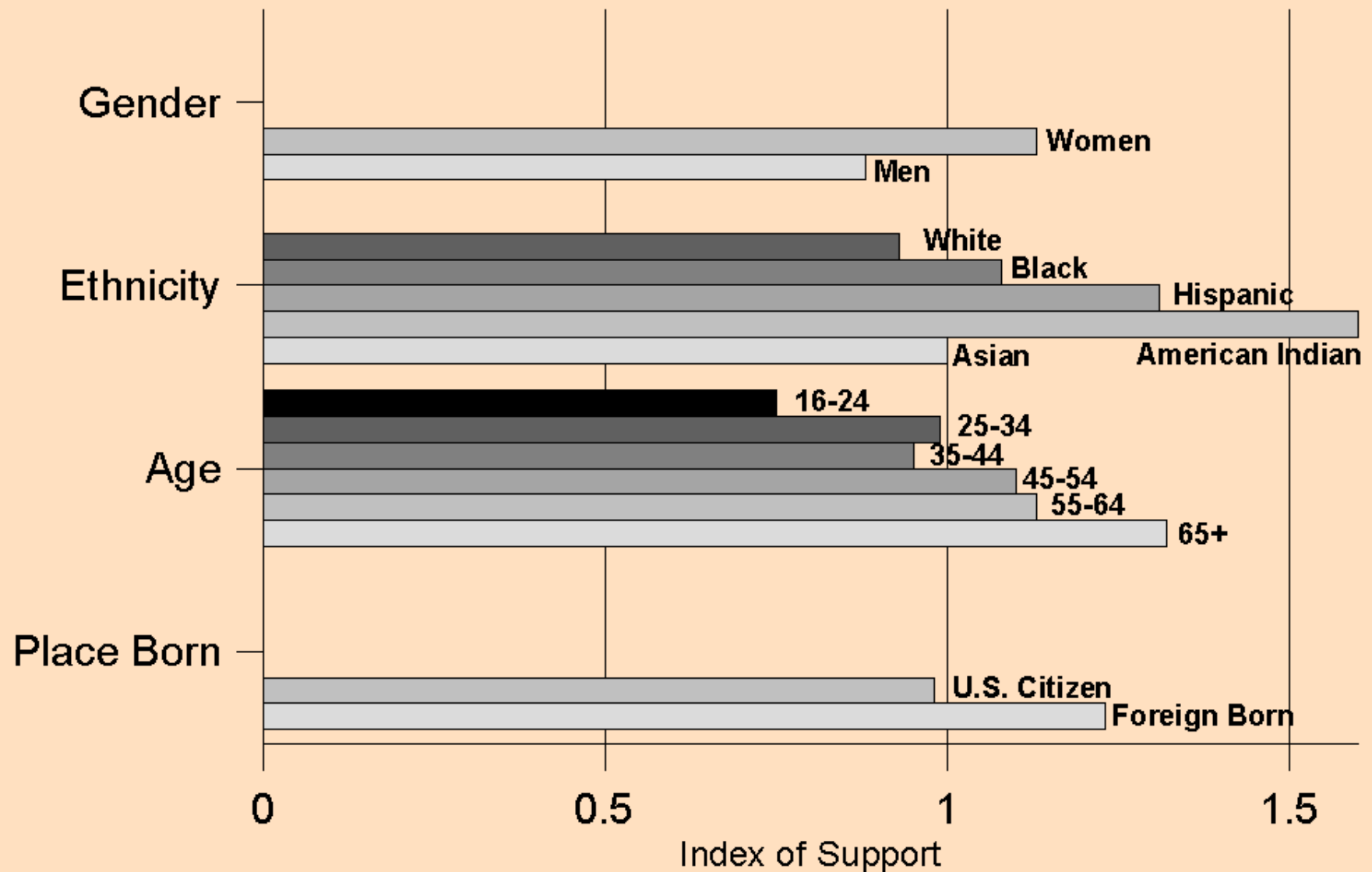
The Most Important Benefits of Wilderness

Protecting rare and endangered species



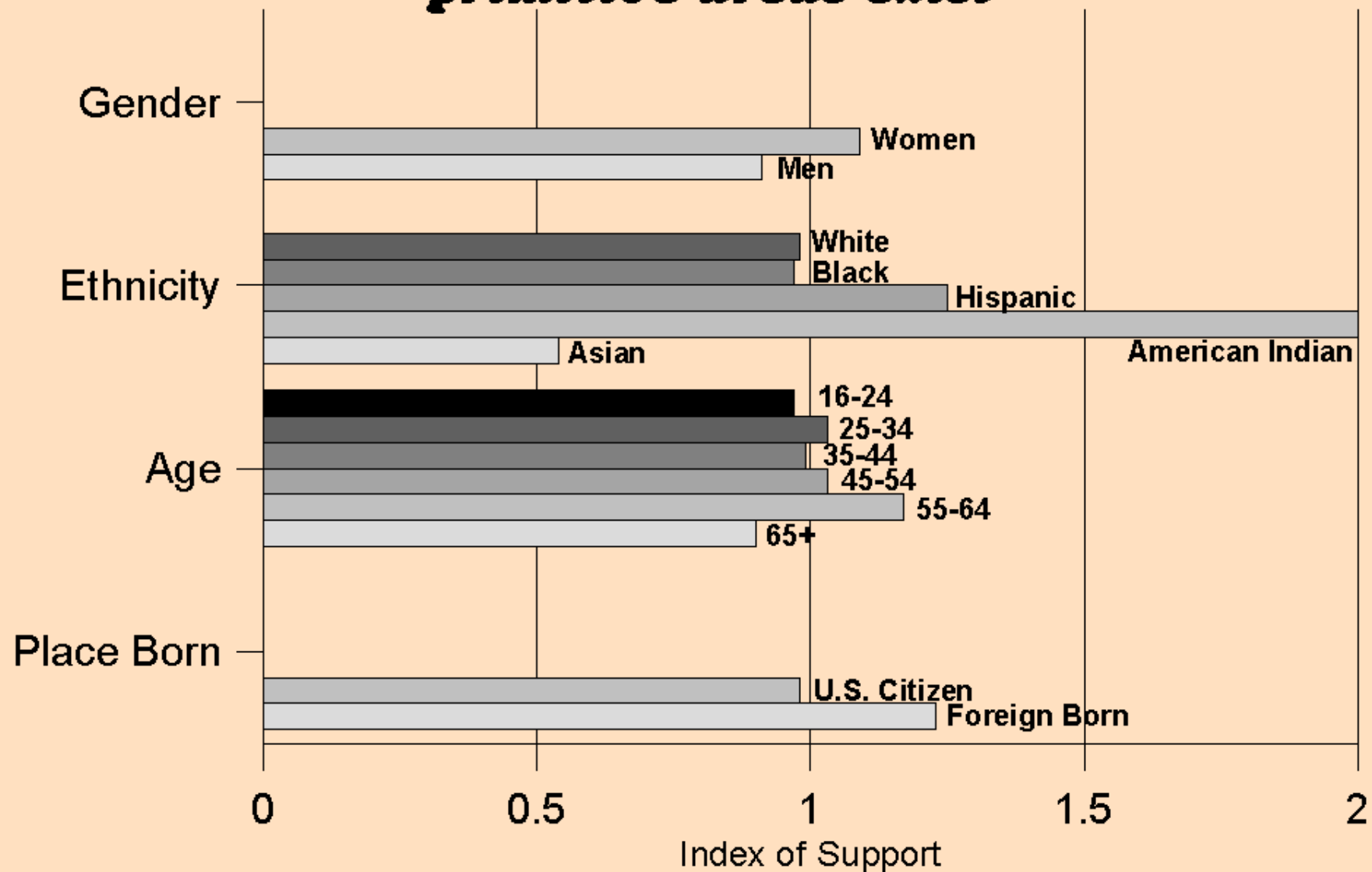
The Most Important Benefits of Wilderness

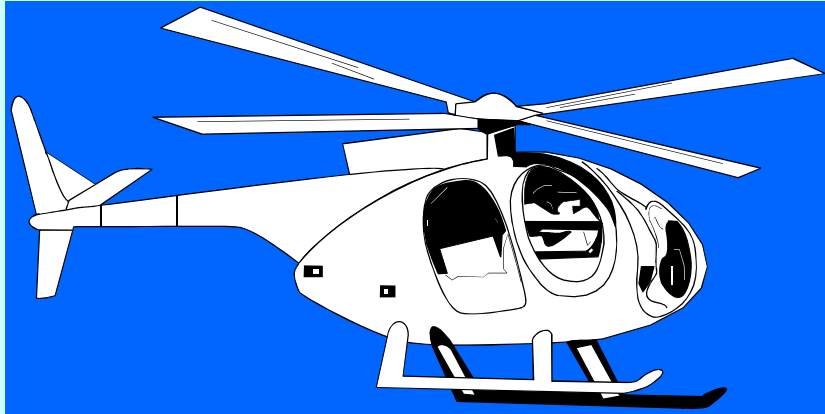
Providing scenic beauty



The Most Important Benefits of Wilderness

***Just knowing that wilderness and
primitive areas exist***





Overflights

Banned 17%

Limited 70%

Not Banned or Limited 11%

Don't Know 2%

Snowmobiles

Banned 34%

Limited 55%

Not Banned or Limited 9%

Don't Know 2%



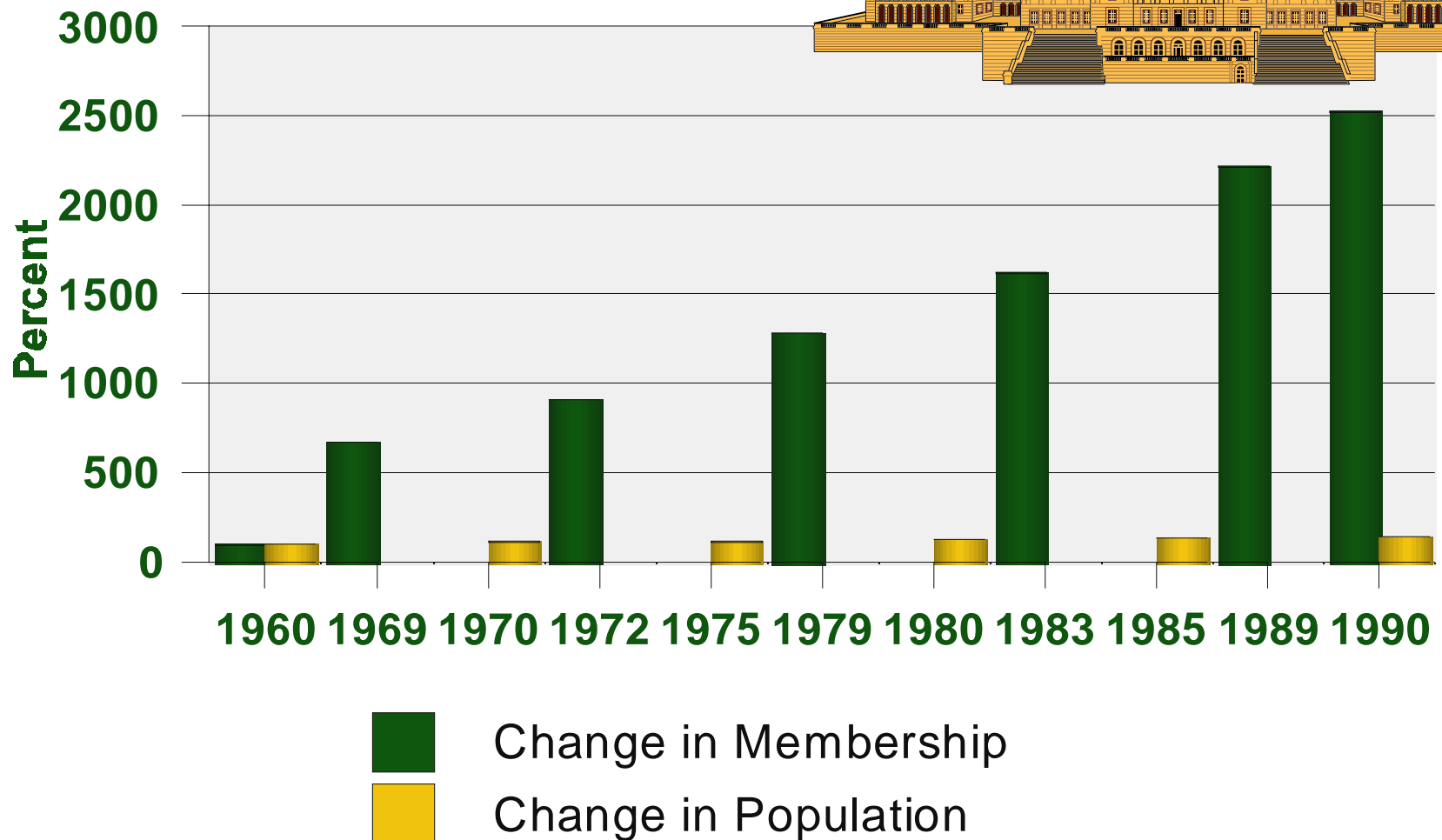
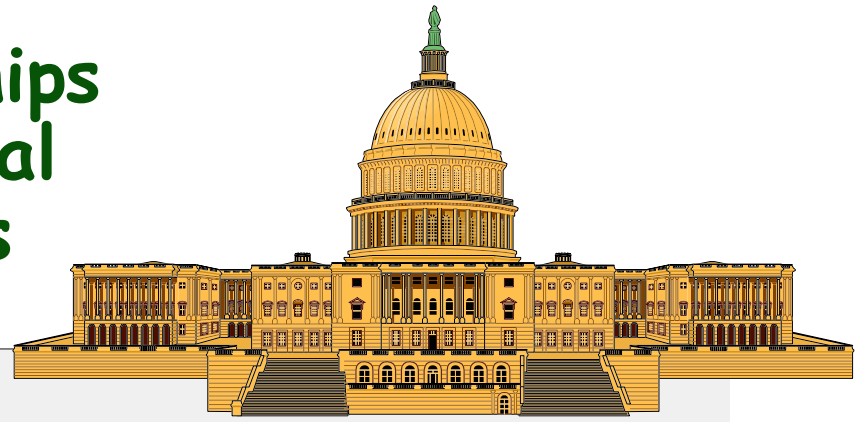
NATIONAL VALUE OF DESIGNATED WILDERNESS

- Best available estimates of the economic value of a visit to a Wilderness area show \$41.87 per person per day (Loomis, et al, 2000)
- Estimates of total number of visits to areas in the NWPS are 34.7 ± 7.8 million (Cordell, et al, 1998)
- Overall recreation value of the NWPS alone = 34.7 million visits x \$41.87 = \$1.45 billion per year
- Studies agree that option, existence, bequest and altruism values make up approximately 75% of the total value of Wilderness. Thus, total national value of the NWPS is estimated to be approximately \$5.8 billion per year
- Total value at 4% SDR = \$131 billion; at 3% SDR = \$160 billion. \$1,415 per acre.

COMMUNITIES OF INTEREST

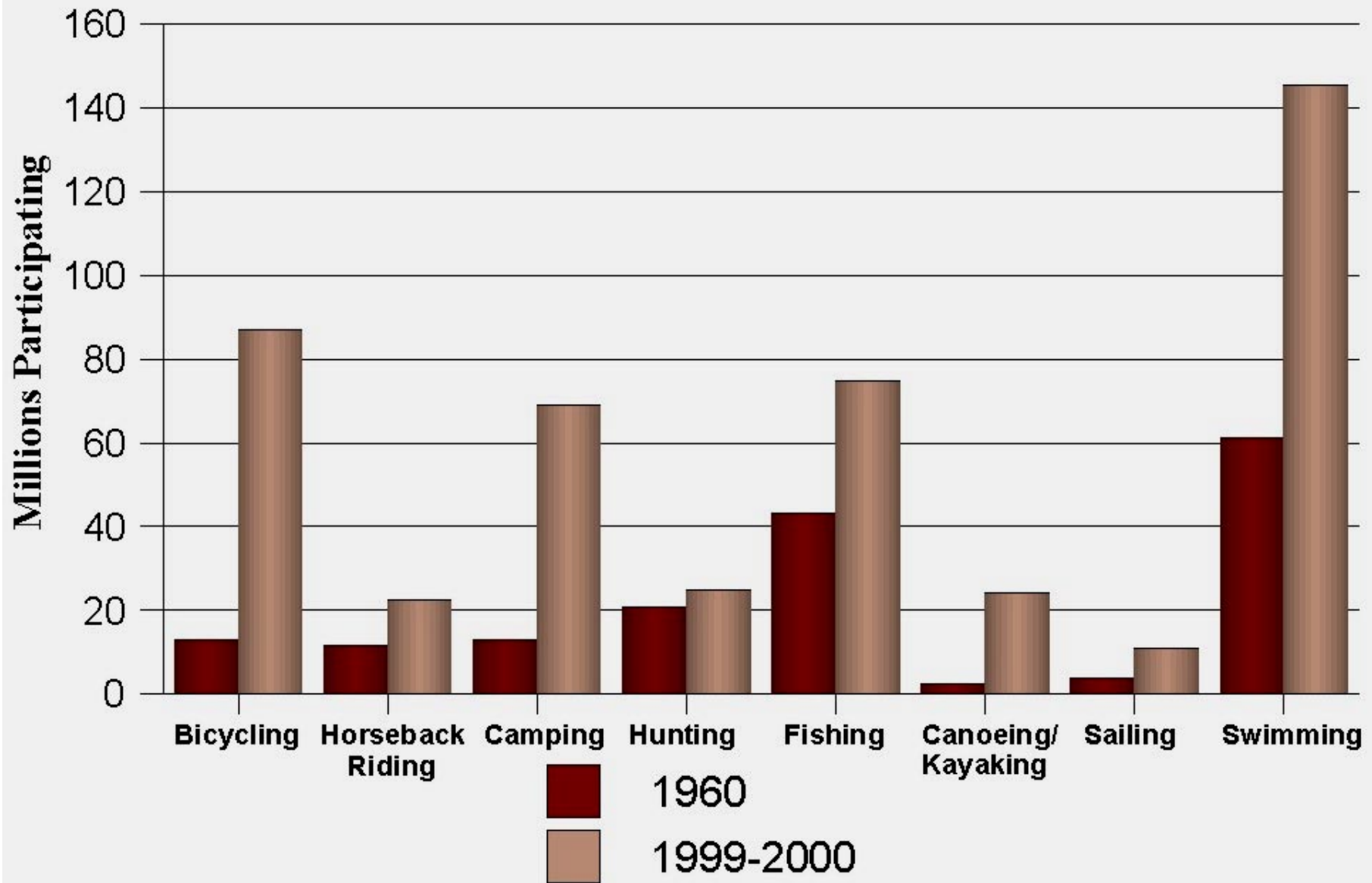
- Nationally, between 8 and 9 percent of American's 16 or older regularly contribute to or participate in organized conservation group activities, including support of wilderness conservation
- An example, the Sierra Club, 700,000 members dedicated to adding 100,000 Wilderness acres in the next decade
- Another example, The Wilderness Society, 200,000 members, dedicated to increased designation and improved management
- Other non-local interests--recreation, off-highway vehicle use, mining, timber, grazing, tourism development, ski resorts, water, etc.--both user and industry organizations
- Recreation visitors are among the primary communities of interest in Wilderness. Best estimates indicate approximately 35 million visits (± 7.8 million) per year across the NWPS (Cordell 1998); visits to National Forest Wilderness alone is 14.3 million
- Wilderness management policy is greatly influenced by organized interests and the associations representing them

Thirty Year Trend in Population and Memberships in National Environmental Lobbying Organizations



**DEMAND FOR
OUTDOOR RECREATION
AND PLACES TO
RECREATE CONTINUE
TO GROW**

LONG TERM TRENDS SINCE 1960



Fastest Growing One-Half

***Trends, 1982 - 1995
(Millions of Participants, 16 and older)***

Activity	Number in 1982-83	Number in 1994-95	Percent Change
Bird Watching	21.2	54.1	+155.2
Hiking	24.7	47.8	+93.5
Backpacking	8.8	15.2	+72.7
Downhill Skiing	10.6	16.8	+58.5
Camping-Primitive Area	17.7	28.0	+58.2
Off-Road Driving	19.4	27.9	+43.8
Walking	93.6	133.7	+42.8
Motorboating	33.6	47.0	+39.9
Sightseeing	81.3	113.4	+39.5
Camping-Developed Area	30.0	41.5	+38.3
Swimming/river, lake, or ocean	56.5	78.1	+38.2
Snowmobiling	5.3	7.1	+34.0

Fastest Growing in the Late 1990s

Activity	Millions in 2000-01	Percent Change 1994-2001
Kayaking	7.29	182.56
Snowboarding	10.53	137.70
Jet skiing	20.31	119.33
View or photograph fish	53.06	97.84
Soccer outdoors	17.33	87.15
Snowmobiling	11.81	69.93
Ice fishing	6.22	59.49
Sledding	31.22	56.18
Viewing wildlife	95.26	55.88
Backpacking	22.76	53.78
Day hiking	70.62	51.29
Bicycling	84.60	50.80
Horseback riding	20.95	50.29

Next Fastest Growing in Short Term

(1994-2001)

Activity	Millions in 2000-01	Percent Change
Canoeing	20.63	49.93
Mountain climbing	12.85	46.52
Running or jogging	73.58	43.54
Ice skating outdoors	14.64	42.69
Coldwater fishing	28.81	42.13
Developed camping	55.73	37.50
Handball or racquetball outdoors	15.07	36.75
Drive off-road	37.21	36.50
Rafting	20.22	35.89
Walk for pleasure	177.00	35.47
Surfing	3.45	35.29
Visit nature centers, etc.	122.28	34.48

Activity	Millions in 2000-01	Percent Change
Visit archeological sites	44.84	31.53
View birds	69.26	31.10
Football	17.22	29.86
Family gathering	156.78	29.60
Big game hunting	17.79	27.99
Cross country skiing	8.10	26.96
Rock climbing	9.21	26.86
Attend outdoor concerts, etc.	84.75	26.70
Basketball outdoor	31.28	25.32

Slowest Growing in Short Term (1994-2001)

Activity	Millions in 2000-01	Percent Change
Primitive camping	33.88	23.88
Golfing	35.93	23.73
Small game hunting	15.51	22.22
Migratory bird hunting	5.11	21.96
Picnicking	116.54	21.35
Warmwater fishing	48.10	20.67
Saltwater fishing	22.08	19.09
Tennis outdoors	24.59	18.79
Swimming in streams, lakes, ponds, or the ocean	89.59	17.42
Yard games, e.g., croquet	83.92	16.72
Sailing	10.80	15.63
Rowing	9.42	14.32
Attend outdoor sports events	106.25	14.22

Activity	Millions in 2000-01	Percent Change
Visit historic sites	98.62	14.10
Motorboating	52.27	13.80
Downhill skiing	18.20	10.64
Baseball	14.47	9.79
Snorkeling or scuba diving	15.47	9.25
Visit beach or waterside	129.39	6.47
Anadromous fishing	9.36	5.76
Pool swimming	87.09	0.66
Caving	9.25	0.33
Sightseeing	110.90	0.04
Waterskiing	17.30	-1.03
Orienteering	4.26	-9.36
Softball	22.46	-11.96
Volleyball outdoors	22.57	-19.51
Windsurfing	1.73	-19.53

Population-wide Total (Overlapping) Occasions Per Year by Groupings of Activities (2000-01)

PERCENT OF POPULATION PARTICIPATING AND PER-CAPITA PARTICIPATION OCCASSIONS

All activities	98.5%	273.8
Viewing, learning, gathering activities	88.4%	136.1
Developed site activities	94.9%	93.3
Activities on trails	40.4%	40.3
Swimming, surfing, and other beach activities	2.8%	36.6
Motorized activities	62.0%	31.3
Hunting and fishing	38.1%	26.9
Snow activities	19.3%	13.3
Risk activities	35.2%	12.0
Non-motorized activities	22.8%	7.9

**DEMAND FOR TRAILS AND
FOR VIEWING/LEARNING
ACTIVITIES ARE
GROWING AND PRIME
ACTIVITIES FOR
WILDERNESS AREAS**

Local Communities

- Research shows that Wildland visitors are younger, more affluent, stay longer, and spend more than non-wildland visitors in local areas
- Research shows that portal communities should encourage protection of wildlands because they attract more people and people who spend more
- Public land enterprises typically account for small percentages of a community's work force
- Research has shown that counties with designated wilderness do not have less economic growth, some have more

(Source: Payne, Bowker and Reed, 1992)

LOCAL COMMUNITY IMPACTS

- Research shows an average expenditure per person per day for a wilderness visitor is approximately \$30.31
- 35 million visits x \$30.31 = \$1.06 billion wilderness visitor spending per year
- With the multiplier effect, local community impacts are:
 - \$1.41 billion in personal income per year
 - 58,000 jobs
 - \$2.24 billion in total value added in local communities
- Local property value increases estimated to be 13%

FEELINGS ABOUT DESIGNATING MORE WILDERNESS



Should we designate more Wilderness within Federal lands?

**Important/
Very Important**

Urban 62%

Suburban 56%

Rural 47%



Should we designate more Wilderness within Federal lands?

**Important/
Very Important**

White

59%

Black

49%

Hispanic

56%

Asian

75%



Should we designate more Wilderness within Federal lands?

**Important/
Very Important**

North 66%

South 55%

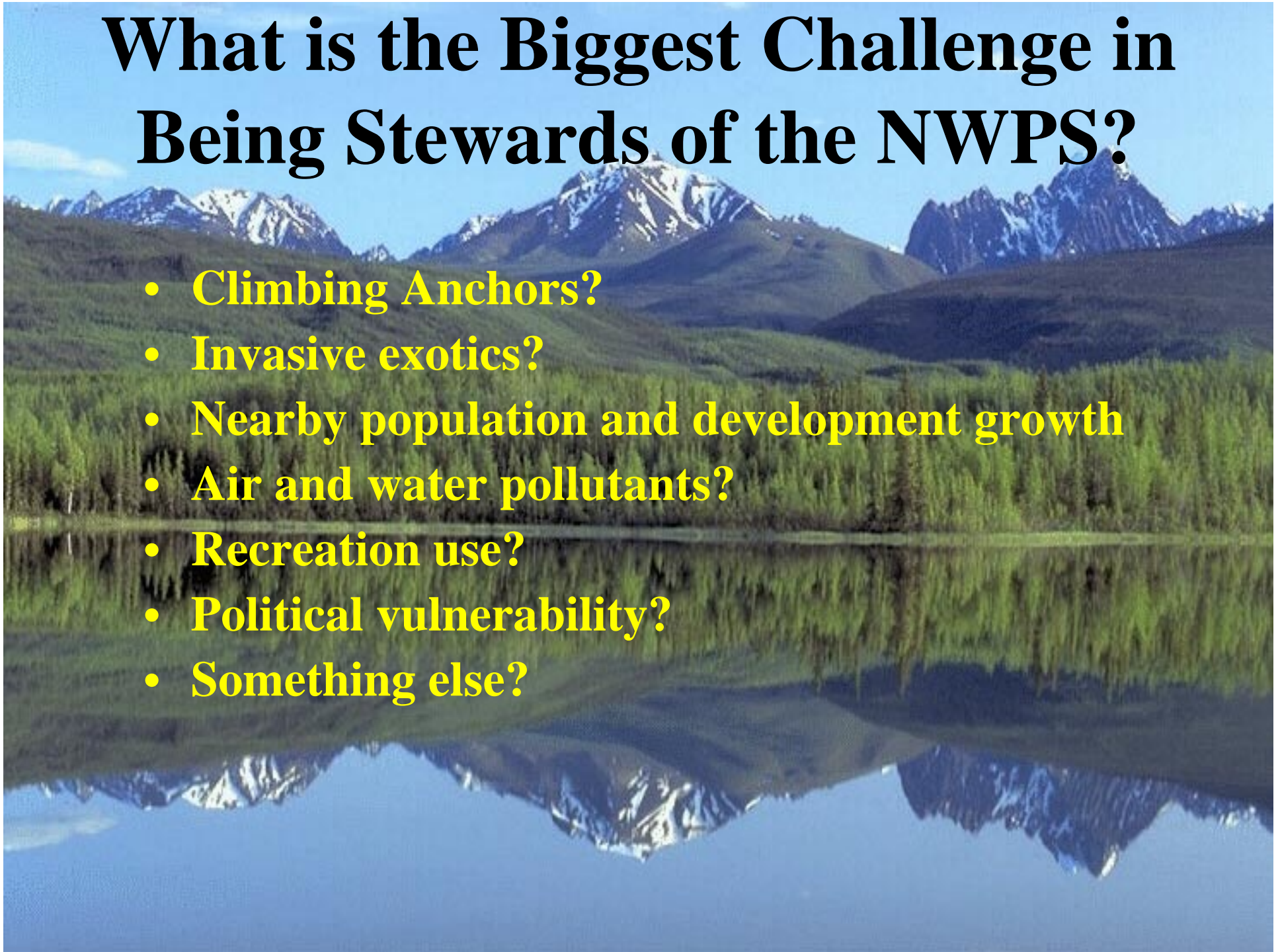
Great Plains 50%

Rockies 59%

Pacific Coast 59%

What is the Biggest Challenge in Being Stewards of the NWPS?

- Climbing Anchors?
- Invasive exotics?
- Nearby population and development growth
- Air and water pollutants?
- Recreation use?
- Political vulnerability?
- Something else?





ANSWER

PROBLEM

ACTION

HOW?

- The biggest threat is loss of the NWPS altogether, combined with “chipping away”

- Low awareness, no public voice, lackluster Congressional support, and little collective energy

- Provide wilderness information in places and in forms where people will encounter and digest it

- Start with marketing research and lifestyle segmentation

- Design educational programs

- Monitor results and refine programs

Segmenting the American Public

- ❖ Education, outreach, involvement
- "Does one Size Fit All?"
- ❖ Outdoor Recreation Is a Path to Different Segments
- ❖ Eight Groups, Eight Lifestyles

The Urban
Beach Boys
(3.8%)

The Inactives
(22.0%)

Young
New England
Wind Surfers
(0.9%)

Segmenting for more effective communication and education

Nature
Lovers
(27.2%)

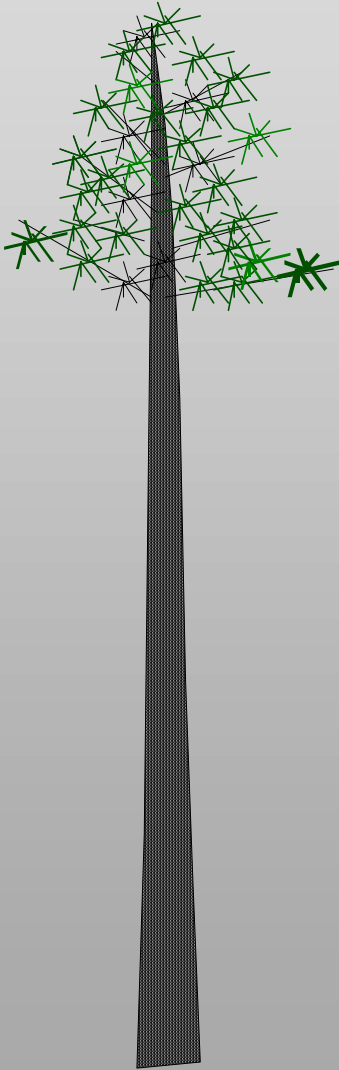
The Noreaster
Musclers (6.2%)

The Thrill
Seekers (8.3%)

Hunt-n-Fish
Men's Motor Club
(6.3%)

The Take it Easies
(25.3%)

Nature Lovers (27.2%)



- ❖ Viewing/photographing birds, flowers, wildlife, fish, natural scenery, and gathering mushrooms and berries, and learning in nature centers, visitor centers, historic sites and archeological sites
- ❖ Not into hunting, fishing, active sports or motorized activities, and **not into boating**
- ❖ 61 % female, mostly white, middle aged and seniors, not foreign born
- ❖ **New England** and Prairie states well represented
- ❖ Donate to civic or charitable organizations, spend time with grand children, invest, creative arts, collect things and garden, and read environmental magazines
- ❖ Believe humans are abusing the earth, the balance is delicate, and we are on a course for catastrophe

Hunt-n-Fish Men's Motor Club (6.3%)



- Hunt, fish, motorized, camp, motorboat (53%), canoe
- Don't participate in beach activities or much in viewing/learning
- 88% male, 90% white, under 45, U.S. born, much more rural, Prairie and Southern
- Belong to wildlife conservation group, read nature magazines, woodworking, own a business, garden, have pets and do home improvements
- Humans were meant to rule over the earth and environmental crisis is exaggerated

The Urban Beach Boys (3.8%)

- ⌘ Diving, Surfing, Snorkeling, Kayaking, Sailing, Backpacking, Snowboarding, Saltwater Fishing, Water Skiing, More active than most people in most activities, except hunting
- ⌘ Two-thirds white, Asian/Pacific Islanders well represented, majority under 35, U.S. born, and urban
- ⌘ South Atlantic and Pacific Coast
- ⌘ Regularly like to go to movies, use internet at home, participate in environmental groups, invest, and attend classes, involved as a youth volunteer, into the arts
- ⌘ Advocate wilderness preservation for option and existence values
- ⌘ Like most Americans feel humans are abusing the earth, we on a course for ecological catastrophe and the balance of nature is delicate



Young New England Wind Surfers (0.9 %)



- Wind surfing, surfing, kayaking, sailing, non-motorized winter activities, diving, snorkeling, rowing and canoeing
- More active than most Americans in all activities
- Over 805% white; two-thirds male; one half under 25; urban, U.S. born
- New England and Pacific Coast residents strongly represented
- Into movies, lifelong learning classes, participate with environmental groups, regularly attend movies, belong to a country club, on the internet and into the stock market
- Value preserving wilderness, especially for scientific and recreational values
- More strongly believe environmental crisis is greatly exaggerated, even though we are nearing the earth's limits

The Inactives (22.0%)

- ✚ Not very active in outdoor activities, except for a bit of walking, family gatherings, and picnicking
- ✚ 55% female, blacks and Hispanic well represented, spread across age groups, mostly urban and U.S. born
- ✚ Spend time with grandchildren, cook at home, regularly attend religious services, collect things like coins and antiques
- ✚ Not much aware of NWPS, show more support for using wilderness for recreation, tourism promotion, and science
- ✚ More strongly believe human ingenuity will insure the earth, humans were meant to rule over nature, humans can control nature, and the environmental crisis is exaggerated



The Noreaster Musclers (6.2%)

- Cross-country skiing, rowing, kayaking, canoeing, downhill skiing, sailing, backpacking, snowboarding, and fishing
- They don't hunt, but are active in most other activities
- Somewhat more male than female, white and Asian/Pacific Islander, young to middle aged (not seniors), urban, from New England, Prairie, Mountain and Pacific states
- Members of conservation groups, use the internet at home, attend concerts, have vacation property, invest, belong to a country club
- 2/3 aware of wilderness; back preservation, not use
- More belief that we are abusing the earth, the balance of nature is delicate and we may be heading for disaster

The Thrill Seekers (8.3%)



Waterskiing, jet skiing, rafting, snowmobiling, snowboarding, motorboating, downhill skiing, driving off-road, rowing and canoeing



Very active across a large number of activities



Equally male/female, white and American Indians well represented, two thirds under 35, almost all born in the U.S., from Plains states



Youth volunteers, belong to a country club, use the internet, attend movies, watch sports on TV, gather with friends and neighbors



Wilderness is a recreation resource, but also important for protecting wildlife and water quality



Balance of nature is delicate, humans are abusing the earth, and a disaster is looming





The Take it Easies (25.3%)

- ❖ Sightseeing, driving for pleasure, picnicking, visiting historic sites, family gatherings, visiting nature centers, and walking
- ❖ They don't ski, view/photograph, hunt, or fish
- ❖ More female than male, Blacks and Asian/Pacific Islander well represented, all ages, all regions
- ❖ Attend cultural events, go to movies and church, raise children and spend time with grandchildren, use the internet, and eat out
- ❖ Less aware of NWPS, lean toward using rather than preserving wilderness, except for water and air quality
- ❖ Believe humans can insure the liveability of the earth and the environmental crisis is exaggerated



✓ ***Americans Support
and Value Wilderness***

✓ ***How do we account
for those values?***

Better Understanding the Value of Wilderness

**What are the values and the value of
sustainably managed Wilderness?**

- With TWS, national workshop of thought leaders convened to define a Framework of Wilderness Values
- From NSRE, identified the benefits from Wilderness that people value most
- Beginning development of estimates of economic and non-economic values within the Framework collaboratively with TWS, Pew, Leopold and Agencies
- Providing estimates of NF and and hopefully System-wide recreational use of wilderness

TOP 5 VALUES

- Protecting air quality
- Protecting water quality
- Protecting wildlife habitat
- Protecting T&E species
- Legacy for future generations
(By Majority Vote)

Lowest 4 Values

- Providing recreation opportunities
- Providing spiritual inspiration
- Using areas for scientific study
- Stimulate income for tourism industry

SOME POINTS TO PONDER

- Yours is a heavy responsibility. Wilderness is an important American resource, owned by the people of this Country held by you in a trust of stewardship
- Your job includes being informed of the positions of the “Stockholders” of this rich national treasure—**KNOW THE DATA**
- Limiting your data to on-site surveys and “conventional wisdom” ignores the vast majority of the Wilderness System’s owners, the public, most of whom will never show up—**USE HOUSEHOLD SURVEYS**
- Use the tools of social science--surveys, segmentation, marketing principles, and customer service liberally--**DON’T GUESS**
- Providing information, not propaganda, about Wilderness and sharing the opportunity to know more about and value more the NWPS is our responsibility as Federal Agencies. Key off what American’s value. Those are some of the hooks to learning.

NSRE

***NATIONAL SURVEY ON
RECREATION AND THE
ENVIRONMENT***

SINCE 1960

**THE UNITED STATES' ON-GOING
NATIONAL RECREATION SURVEY**

UNDERSTANDING PUBLIC VALUES AND MARKET SEGMENTATION FOR MORE EFFECTIVE WILDERNESS EDUCATION AND INTERPRETATION



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